The Business Call is Back:

THE COMPLETE GUIDE TO CAPTURING & CONVERTING PHONE LEADS
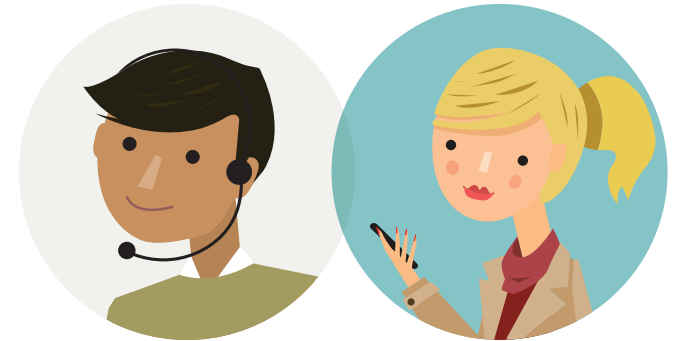
Introduction

With all the ways we have to connect with one another today, it may surprise you to learn the phone is still the preferred method for customers to interact with businesses.

In fact, companies big and small are seeing an explosion of inbound calls. Why? One big reason is the tremendous growth of click-to-call, the ability to dial a business directly from a mobile search. Click-to-call is booming, and the already staggering number of calls to businesses from mobile devices is expected to skyrocket in coming years: a predicted 162 billion calls will be made to businesses from smartphones in 2019.

This ebook is designed to help you capitalize on the inbound call renaissance and turn your phone into a productive marketing channel. We'll show you how to make sure customers can click to call your business from their smartphones, and cover best practices for what to do when they reach you. We've even included a few activities to get you up and running fast, so you can you can start turn clicks into customers!

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The Business Call is Back

How cool are smartphones?

These little computers allow us easy access to a wealth of information and services, and although we may rely on them more than we'd like, there's no doubt about their ability to make our lives easier. With click-to-call functionality, smartphones users can search for, find, and call a business in seconds with just a few screen taps.

Calls initiated by smartphone users are especially valuable to growing companies because they allow for connection other channels can't provide. Communicating with potential customers via social media, email marketing, and advertisements can be costly and time consuming. Talking with a prospect, however, is not only an opportunity to clearly communicate the value of your product or service—it's a chance to demonstrate your dedication to providing a great experience, building rapport and trust.
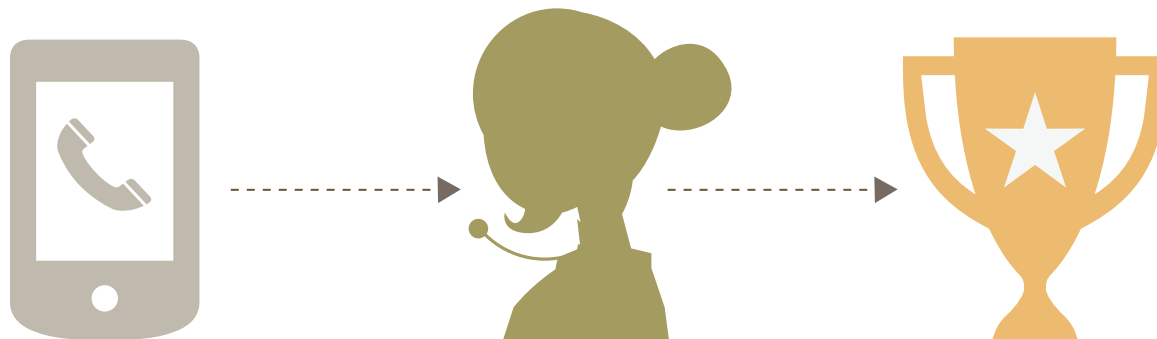
What's more, gaining clients from smartphone-generated calls has the potential to be very inexpensive. A prospect finding your business using a service like Google Maps is a lot less costly then designing a website or the creating a print ad.

THIS YEAR, MOBILE SEARCH WILL DRIVE MORE THAN

70 BILLION

INBOUND CALLS.

— BIA/Kelsey

The Business Call is Back

80% of customers said a positive phone experience is likely to make them **a repeat customer.**

— *Invoca*

70% of mobile searches **result in a phone call.**
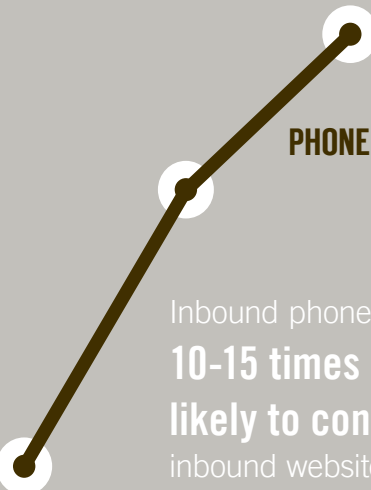
— *Google*

47% of mobile users say they will **move on to a competitor** if a business **does not have a phone number present.**

— *Google*

CLOSURE RATE

PHONE LEADS

Inbound phone calls are **10-15 times more likely to convert** than inbound website leads.

— *BIA/Kelsey*

WEB LEADS

29% of all inbound phone calls **lead to a sale,** versus 2% for web forms.
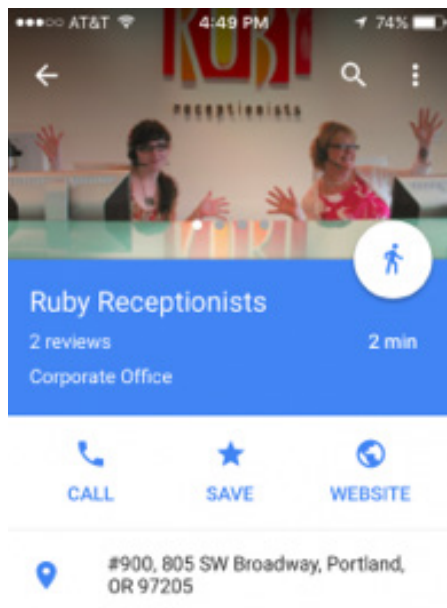
— *BIA/Kelsey*

Driving Traffic to Your Phone

What do you need to make the most of click-to-call's growing popularity?

Essentially, a telephone number that's easy to find, click, and call from a mobile device, and a team to deliver consistent customer service over the phone. There are lots of ways to make your telephone number stand out to mobile customers.

Google Search

The majority of customers will come through mobile search using Google. Confirm that your Google business information is up-to-date with a phone number connected to the profile. This ensures potential customers will be able to call your business directly from the call icon.

For more information on claiming your business and managing your listing, check out Google's support page.
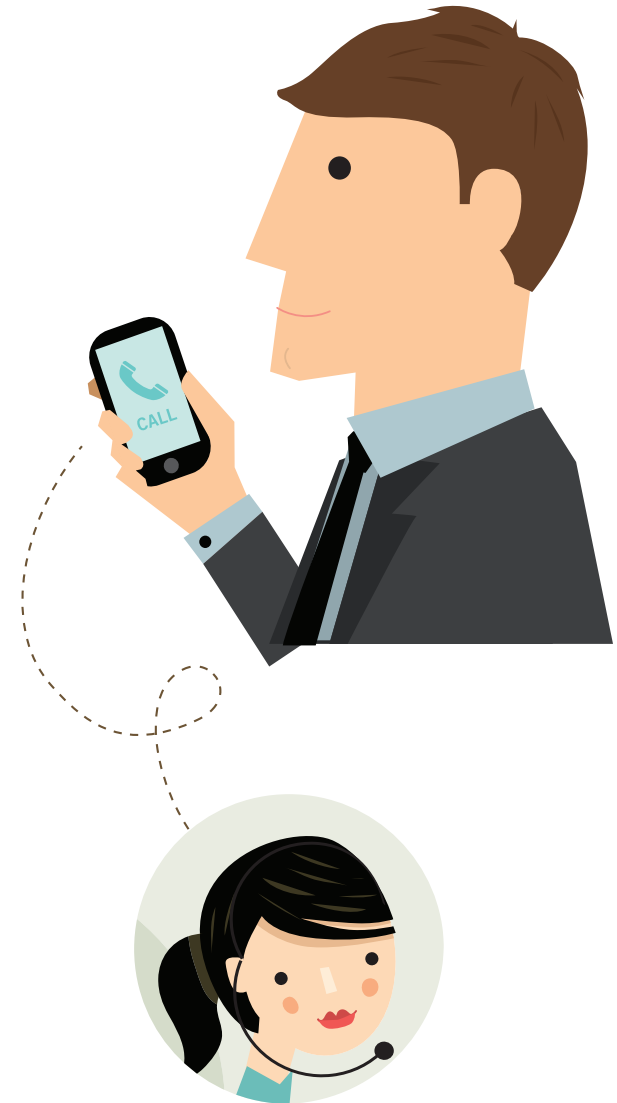
Driving Traffic to Your Phone

The minute a prospect thinks, "Maybe I'll give this a try," you want them to be able to reach you with a click. For those potential customers who click through to your website instead of your Google profile, it's prudent to have your phone number prominently displayed on your website as well.

List your number in the following places:

�ыр→ Header

➝ Footer

➝ Contact page

➝ Calls to action

In addition to having your phone number listed, a simple line of code is all it takes to make your phone number clickable from a mobile phone.

`<a href="tel:1-847-555-5555">1-847-555-5555</a>`

Setting Yourself Up for Success
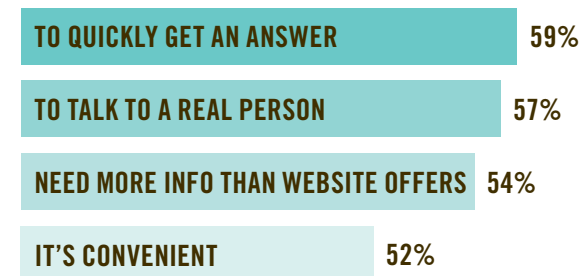
Being Prepared for Phone Prospects

The opportunity is there—now it's time to seize it! In order to make the most of the growth of click-to-call, it's important to understand what mobile callers need. Smartphone users typically reach out for three reasons:

1 TO GET A QUICK ANSWER
Mobile users aren't interested in scrolling through online FAQs. They're looking to click, call, and get to the bottom of things quickly (e.g. service, pricing, hours, etc.).

2 TO EXPRESS A CONCERN
Mobile users want to voice their thoughts to a live person.

3 TO GET EXPERT ADVICE
Mobile users look to the pros when seeking guidance. That's you!

What do these three reasons have in common? **They all require a real person to answer the phone.** 72% of callers who reach an automated answer will hang up without leaving a message (and perhaps call a competitor). To win smartphone customers, you need a friendly voice on your end of the line during business hours—a voice to consistently welcome callers, guide them to solutions, and build trust. The information and activities on the following pages will help you get there.

Why Customers Are Calling:

TO QUICKLY GET AN ANSWER	59%
TO TALK TO A REAL PERSON	57%
NEED MORE INFO THAN WEBSITE OFFERS	54%
IT'S CONVENIENT	52%

Setting Yourself Up for Success

Start with an inviting introduction

Responsiveness inspires confidence. If you aim to catch every call within the first few rings, you'll begin making a great impression before you pick up. Craft a friendly greeting, and be sure anyone who's answering calls is ready to say it with a smile.

Complete the greeting activity on the following page to make the first moments of every call count.

Have a game plan for responding

Smartphone callers may do little or no research on your business before calling, so be prepared for basic questions. Drafting an elevator pitch can help you respond confidently to callers who are shopping around. It's not uncommon for callers to ask to speak with a particular department, like sales, support, or billing, so you'll want to set up a call routing plan.

See page 9 for tips on getting callers to the right place.

Provide a consistent experience

Creating a great experience for some of your callers is a start, but to build a strong reputation, delivering solid service on every call is where it's at. Ideally, your team is equipped (and excited!) to provide consistently excellent service any time the phone rings.

With so much to balance, that's an understandably tough mark for small businesses to hit—but the guidelines on page 10 can help you make it happen.

Activity: An Inviting Introduction

Your company's telephone greeting is likely the first point of contact for many potential customers.

With so much riding on this interaction, it's important to craft a greeting that shows callers you're someone they want to do business with. Luckily, a writing a great greeting isn't rocket science! Here's how to build a friendly, succinct one:

1. Start by showing your gratitude with a warm **"Thank you for calling!"** If callers share your timezone, **"Good morning/afternoon/evening"** is a nice touch to add before thanking your caller.

2. Next, let them know who they called by stating your company name.

3. If you want to personalize it a bit, introduce yourself by saying your first name: **"This is _____."**

4. The grand finale? Simple: **"How may I help you?"**

Altogether, it goes a little something like this:

Good morning! Thank you for calling ABC Company. This is Ruby. How may I help you?

Now, you're ready to craft your own greeting:

_____

_____

_____

_____

_____

_____

Game Plan for Responding

Callers may dive right into questions, or ask to be connected with a specific department. To set your team up for success, outline where specific types of calls should be routed. Departments may vary for your company, but in general, it's best to create call-handling plan for sales, service, and billing calls, as well assigning a team member or two to handle miscellaneous queries.

Don't have an official "service" or "billing" department? No sweat! Call a quick meeting to assign "departments" to the most logical employees, and create a reference sheet for anyone fielding calls. The goal here is to make sure your team can route all calls confidently, and customers can quickly get to where they need to go.

For example, a virtual receptionist service like Ruby can route callers based on the type of call. So if Sue calls your business as a potential new client, we know to send her to Sales based on your instructions. We may even try a few numbers to ensure your business doesn't miss out on the opportunity.

Sample Call Flow Based on Caller Type:

CALLER

Caller phones your business

YOUR OFFICE

Answered by live person

RUBY

Determine prospect

Try Stan's office line

OFFICE

Try Stan's cell line

CELL

Provide a Consistent Experience

A Phrasing Toolkit

Your exchanges with callers may be brief, so every word matters. Use positive phrasing to establish rapport and inspire connection-making conversations. Prepare for curveballs by keeping an upbeat go-to reply on the tip of your tongue:

"Great question! I'll be happy to find out!"

Guide callers with questions to avoid backing yourself into a conversational corner.

Tone and Pace

Voice is all you've got over the phone, and your tone and pace are as important as your word choice. In general, it's best to follow your caller's lead: engage with talkative callers, get down to business with tight-lipped callers, pick up the pace for fast-talking callers, and when callers sound upset, pour on the service.

FAQs

Since they're reaching out after a quick search, mobile callers are likely to have a lot of basic questions about your service. Having a concise description of your company and some go-to FAQs on hand can be extremely helpful you and your team.

97%

of global consumers say customer service is important to their choice of and loyalty to a brand.

— *Microsoft Global Customer Service Report*

Closing the Deal

Understand Common Pain Points

If you've taken the time and effort to build a business, chances are you know what your ideal customer looks like, what their pain points are, and how your business can solve their problems. If you can get a caller to express their pain, you have the opportunity to show why your solution is the best one. Got a caller who's not especially forthcoming? Try teasing out their specific pain points by citing pain points common to your existing customers, or pain points your competitors focus on:

"We've found our customers often have have trouble with _____. Is this something you struggle with?"

Even if your caller doesn't relate to common pain points, introducing them creates a jumping-off point for a richer conversation. The more you get to know your callers, the better you can help them.

Follow-up

A follow-up routine lets customers know what to expect, and helps you stay on track. For Ruby's Client Happiness team, follow-up includes an email after every call. For you, that might mean setting a reminder to check in at a designated time. The key is to create a routine you can stick to. If you say you'll get back with an answer by the end of the day, be sure to reach out—even if you don't have an answer yet. A friendly "I'm still researching" makes a much better impression than radio silence. Answer or no answer, your callers will appreciate the thoroughness and thoughtfulness of a follow-up.

I hope this finds you well and having a great day! As we discussed on our call, you recently welcomed a new employee named Tom Smith. I've gladly added Tom to your company directory, and we'll be happy to route Tom's calls and messages to you until further notice.

And of course, if there is anything else we can do, we're here and glad to help!

Activity: A Caller's Journey

Using the best practices we provided, draft your ideal caller's experience.

STEP 1   How does a potential customer find your phone number?

STEP 2   When a potential customer calls, who answers? How are they greeted?

STEP 3   What information needs to be collected from the potential customer?

STEP 4   How is the potential caller directed based on their needs?
(ex. Sales department, forwarded to X office, then cell if no answer)

STEP 5   What are the actions after the call? What follow-up with the potential customer occurs?

1	2	3	4	5

Measuring Success

Use different numbers to track different marketing campaigns.

Congratulations! You've implemented the recommendations provided and now it's time to measure your results. It's important to regularly review and report on your phone campaign activity in order to determine how best to tweak and adjust your efforts.

One great way to measure the effectiveness of your phone campaigns is to use different numbers based on your primary marketing channels. For example, assign unique numbers to your website, email, and print ad campaigns. Then, track how many calls come into each line. You'lle easily be able to see which channel is most effective!

With Ruby, we make this process even easier. You can select local numbers and then forward as many of those lines as you like to your main line. You can then use our sophisticated call data to see how many calls you received on each line.

Conclusion

The popularity of mobile search poses a big opportunity for business owners. Thanks to smartphones, the very minute a potential customer conjures up a need, they can find a company that meets it.

If you've got what mobile users are looking for, the convenience of click-to-call means more phone traffic for your business. That's great news, if there's a friendly voice on your end of the line. We hope this ebook helps you reap the benefits of the business call renaissance by reviewing and investing in your caller experience.

If you're looking for customer service expertise, Ruby's got your back. We're here to ensure your every business day call is answered by a live, friendly person who cares about the welfare of your company and delights in creating powerfully positive experiences for each caller.

✅ Checklist

✔ Website includes clickable phone number in the header, footer, contact page, and any calls to action

✔ Google business information is up-to-date, with phone number connected to profile

✔ Had discussion with team regarding phone answering process

✔ Crafted an inviting telephone greeting

✔ Know where and when to route calls based on callers' needs

✔ Toolkit of positive phrases to engage callers

✔ List of FAQs to aid team in answering callers' questions

✔ Awareness of common customer pain points, and strategies for addressing

✔ Established a customer follow-up routine

✔ Created my ideal caller journey and shared with my team

✔ Determined metrics for success and plan for reporting

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