

SERVICE HOOK REBRANDS AS CALL BOX

CONTACT

Heather Servi
Director of Marketing

E: Heather@CallBox.com

Service Hook announces a rebrand to Call Box as it continues to innovate with the home service industry's growing need for a comprehensive operating system that powers the phones.

DALLAS, TX - February 6, 2019 | Service Hook, the premier telephony solution for home service providers, announced to clients today that it would be rebranding as Call Box in the upcoming weeks. The change comes as Call Box progressively evolves with the rapidly changing home service landscape and requires a name that more broadly reflects its goal of providing clients with an operating system to support their phone calls and ensure their customers receive an optimal phone experience.

For over ten years, Call Box has been the trusted phone expert in the home service space. When it first entered the market, Call Box focused heavily on acquiring customers and discerning marketing campaign performance. Since then, the product has developed significantly based on ongoing feedback from clients who needed operational tools, technology, and reporting to support the phones.

Today, Call Box has evolved into a full phone operating system. While customer acquisition is still important, Call Box recognizes that its clients require a more comprehensive phone solution that layers in advanced call routing and machine learning with a communication platform that encompasses all calls and texts to and from a customer. The need for a name that more accurately reflects those priorities became evident.

"We are very excited about this rebrand to Call Box, as it best reflects what our features help clients achieve every day," said Matthew Cooke, Vice President of Consulting Strategy. "Between our Artificial Intelligence enhancements, unparalleled human review powered analytics, and the numerous features that will be released in the months ahead, I cannot wait to continue helping our clients provide a quality experience and positive outcome during their customer interactions over the phone."

The cosmetic updates clients will notice in the upcoming weeks include:

- A new Call Box logo that will appear within the platform
- A redirect to the Call Box URL when clients login
- Email alerts and reports coming from Call Box

How clients interact with the platform and services will otherwise remain unchanged.

Although Service Hook is getting a new name, Call Box will continue to be the trusted partner in optimizing clients' phone processes for operational, scheduling, and marketing needs to provide callers with the best possible phone experience.