

CALL BOX

USER STORY

BETTER ALLOCATE MARKETING SPEND WITH ACCURATE LEAD SOURCING

One dealership cut marketing spend by 44% by using Call Box to ensure leads were accurately sourced in CRM.

When the BDC answers a call, they use Call Box's Open in CRM link to check for an existing customer record. This helps the BDC appropriately handle existing leads and get the right steps started for new leads.

For new leads, the agent can then easily start creating a new customer record and fill out the customer's information while on the call. After the call ends, the agent simply clicks back over to the conversation in Call Box where they can see the call they were just on and use the tracking line information displayed to accurately source that new lead.

THE RESULTS

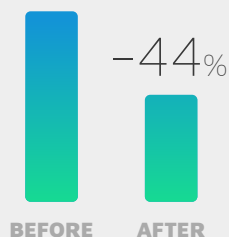
BEFORE USING CALL BOX

Leads were frequently sourced as Other, not sourced at all, or inaccurately sourced off of a guess. This made it difficult to assess which sources were driving leads that resulted in higher grossing sales.

AFTER USING CALL BOX

The Marketing Director was able to use CRM to generate accurate sales reporting by source. This allowed him to better allocate marketing spend to sources that generated 2-3x higher grossing deals while spending 44% less.

MARKETING SPEND



Spend less and make more: use Call Box to associate accurate source information to gross sales



GENERATED REVENUE