

CALL BOX

USER STORY

IMPROVE ROUTING ON RETURNED CALLS & CONNECTION RATE

One dealership in the Southeast used Call Box to significantly increase their connection percentage and subsequently the effectiveness of their outbound calling efforts.

When someone picks up the phone at the dealership, he or she immediately opens Call Box and clicks Open in CRM to pull up the customer record. By the time the agent finishes the greeting, he or she is able to greet the caller by name and ask to assist or to transfer to the Sales agent/Service advisor who's working with the customer.

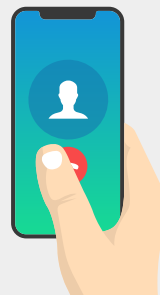
THE RESULTS

BEFORE USING CALL BOX

Return callers hung up or became defensive of an expected sales pitch when the answering agent seemed unfamiliar with who initially called the customer and why. This crippled the effectiveness of outbound lead generation.

AFTER USING CALL BOX

- The dealership's connect percentage went up by 11% points.
- Salesfloor managers were thrilled with the improved customer experience and increase in outbound calls, so they insisted on anyone answering the phone at the dealership use Call Box and the Open in CRM button.

CONNECT BEFORE**CONNECT AFTER**

↑ 11%