

Calls drive your business. So, what drives calls?

Over 90% of Americans have their mobile device within reach 24/7 – as a result, the way customers engage with brands has shifted to mobile, in a big way.

With this shift comes more inbound phone calls than ever – an increase of over 350% since 2011. The problem is, while most businesses have the tools to understand their entire online customer path to purchase, when it comes to phone calls, they're left in the dark.

Invoca bridges the gap between digital and offline interactions, giving businesses the tools they need to manage and optimize their highest performing channel – inbound phone calls.

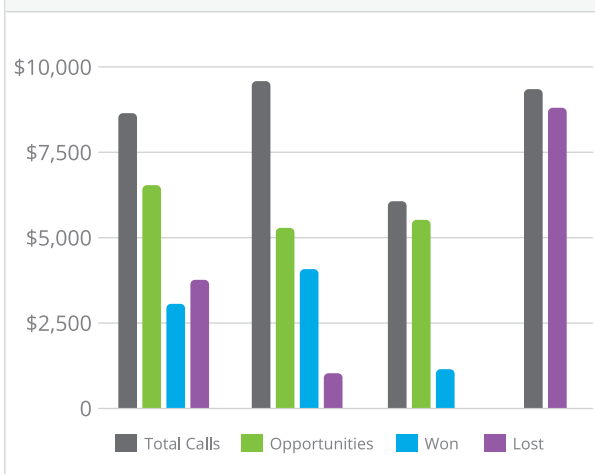
For Marketing: Call Attribution

Invoca's inbound call intelligence platform gives marketers the tools they need to:

- Understand which marketing campaigns drive high-performing inbound calls – including specific search terms, emails, display ads, or any other marketing effort.
- Attribute which calls convert and which ones don't, so they can drive more of the ones that drive success for sales.
- Direct callers to the best person to drive success – whether that means sales, service, or otherwise.



TOP SIGNALS CREATING OPPORTUNITIES



For Sales: Conversation Intelligence

Invoca's call intelligence engine analyzes the contents of every inbound phone call you receive, so sales can:

- Uncover call keywords that drive wins and keywords that drive losses. With this insight, sales managers can arm reps with the tools they need to make the most of every inbound call.
- Automatically log key call information in Salesforce.com to give visibility into exactly what happened on every inbound call.
- Understand which keywords, like competitors or discount requests, are trending upward or downward on inbound calls.



Questions? Call us at (877) 912-0741

or

Schedule a demo today: Go.Invoca.com/Demo.