



# A SWISS ARMY KNIFE FOR STARTUPS

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## INTRODUCTION: An All-In-One Solution

Starting a new business is an act of courage and optimism, but it takes more than pluck and a sunny disposition to equip a startup for success. Post-mortem research of failed startups shows a wide array of missed opportunities and business models gone wrong.

More than forty percent of startups simply fulfilled no real market need, while almost twenty percent claimed they simply weren't competitive enough. Others pointed to poor marketing or bad customer service for the untimely demise of their business.

While nothing but a quick and drastic pivot is likely to save a startup from a total lack of market need, many of the other issues can be addressed by having the right tools—or, even better, a single, super-functional tool. Imagine a Swiss Army Knife for startups with flip-out blades for everything from boosting sales performance and optimizing marketing efforts to training, responding to customers quickly, and keeping mobile workers engaged and effective.

CallTrackingMetrics' (CTM) call tracking platform is that all-in-one tool. The functionality that CTM adds to something you already need—a telephone system—gives your startup a boost across virtually every area, from sales and marketing to customer service and training.

*A crucial part of our sales process is following up with sales leads as they make their purchasing decision. CallTrackingMetrics provides critical information so that I am able to reach out and help close the sale.*

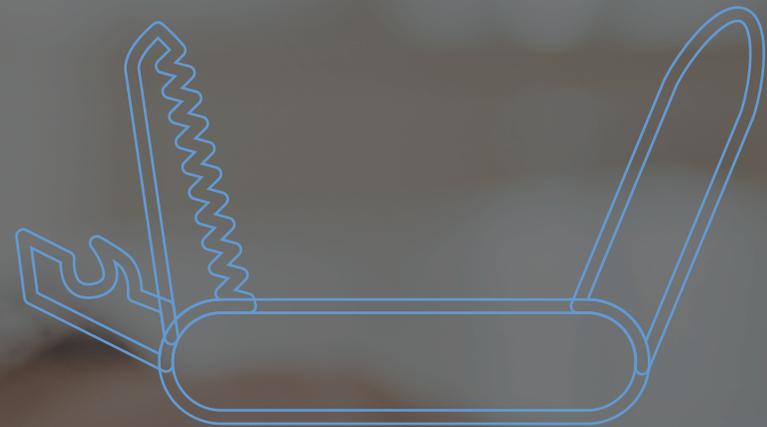
*-Small Business Owner  
Denver, CO*

## INSIDE THE SWISS ARMY KNIFE: CTM's Multi-Faceted Functionality

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*CallTrackingMetrics has something for everyone under your startup's roof—even if your staff is highly mobile and rarely under that roof. CTM's tools can be leveraged by your marketers, customer service agents, sales teams, supervisors, trainers, your CEO—essentially anyone who has an interest in customer behavior, sales performance, marketing reach, and other crucial data surrounding your startup's health and growth.*

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## MARKETING TOOLS

Your marketing team is likely all about data, but if your startup is relying on online analytics alone, you're missing some important pieces of the marketing puzzle.

Customer journeys continue after the customer moves offline and onto the phone, and tracking that last leg can reveal a lot about your marketing effectiveness. Every time you receive a call, CTM can add the following **top five pieces to your marketing puzzle**:



### 1. Who's Calling

- > Name, number, location, company name, and more—CTM gives your agents insights about who's calling, helping them steer the conversation more effectively.
- > You'll even know which pages on your website potential customers have viewed, letting sales agents know what types of services or products they might be interested in.



### 2. Where They're Calling From

- > CTM tells you what's driving your calls: Google Adwords, organic search, company website, tradeshow, or any of your other marketing channels. You'll learn which specific ads or campaigns are triggering your calls—and which ones aren't.
- > Startups rarely have a surplus of cash, so knowing how to most effectively allocate your marketing budget is critical.

## MARKETING TOOLS (CON'T)



### 3. The Quality and Nature of Your Calls

- CTM's scoring and tagging features give your marketing team even more metrics to learn from.
- Agents can easily score calls on a scale of one to five stars, depending on the quality of the lead.
- They can tag calls with relevant labels—including product lines, whether or not the call resulted in a conversion, revenue generated, and more.



### 4. All the Details, Sorted & Reported

- CTM's custom reporting lets your team sort and view calls by whatever metrics matter most—including date, time, day of the week, device used, referring URL, gender of caller, length of call, and revenue generated by the call.



### 5. Your Return on Investment

- A huge part of any marketing strategy is understanding the ROI of your efforts. CTM builds reports around advertising costs, conversion rates, and actual revenue generated to paint a picture of how well your advertising and marketing efforts are paying off.
- CTM can even predict how fine-tuning your spending would impact revenue.

*CTM builds reports around advertising costs, conversion rates, and actual revenue generated to paint a picture of how well your advertising and marketing efforts are paying off.*

## SALES TOOLS

While CTM's marketing tools help drive sales performance by presenting agents with valuable real-time data about their inbound callers, marketing is just the tip of the iceberg. CallTrackingMetrics also boasts a host of capabilities geared towards improving sales outcomes.

### Integrations



As a startup, your business might be new, but your staff likely has existing skillsets within a number of marketing and analytics platforms. Because CTM integrates seamlessly with a wide spectrum of other tools, your team can access CTM-derived data in other analytics and marketing platforms they're already familiar with, including Salesforce, Google Adwords, Google Analytics, Marketo, Hubspot, WordPress, Unbounce, KISSmetrics, and more.

### Live Listen



CTM allows sales managers to listen along with—or participate in—sales calls as necessary. Not only can this feature help agents and their supervisors navigate high-touch customers more effectively, but it can also be a useful tool in training scenarios when introducing new agents or new products.

### Speech Analytics & Transcriptions



Recording and transcribing your calls is a great first step towards knowing just what's contained in your conversations with customers. But CTM goes a step further with speech analytics. This feature looks for customizable keywords in recordings or transcriptions, letting you sort calls by keyword—showing you which calls contained negative markers like "disappointed," or positive ones like "happy." You can also jump to keywords to avoid listening or scanning through an entire conversation to discover their context, or you can set keywords to trigger alerts via text or email to supervisors when complaints are registered.

### Post-Call Surveys



Often, sales agents' time gets wasted as they're forced to fill out surveys about calls to measure their performance. CTM lets you implement quick, automated metrics to trigger following sales calls. Agents' responses can be quick and to the point—as simple as pressing a number if a conversion occurred, or just hanging up if not. These metrics are easily customizable, asking follow-up questions if necessary or ending the call if not—letting your agents get back to business, while crediting them for closed deals.

## KEEPING UP WITH STARTUPS: CTM's Next Level Phone System

*While many tech-minded startups assume that the age of online ordering and messaging has made voice calls obsolete, research shows the opposite: the ongoing trend towards online shopping and ordering, mobile search, and more makes a telephony system more crucial than ever.*

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The benefits of the above functionality are obvious—particularly for businesses that rely heavily on phones for inbound sales calls or customer service. But, considering current marketing practices in an increasingly Web-based world, the question remains: *do startups even need phone systems?*

*In a word, yes.*

While many tech-minded startups assume that the age of online ordering and messaging has made voice calls obsolete, research shows the opposite: the ongoing trend towards online shopping and ordering, mobile search, and more makes a telephony system more crucial than ever. In fact, a significant majority of businesses rank incoming

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calls as their most important source of qualified leads. Inbound sales calls are increasing every year, and calls resulting from mobile search, also on the rise, are expected to reach 70 billion by 2018.

But having a telephony system no longer means making large investments in hardware, landline connections, or excessive minutes or data plans.

CTM's platform can be used through a browser- or mobile-based softphone, with customizable numbers of users and levels of access—meaning that you only pay for what you need and that your telephony system is affordably scalable, growing with your startup's needs.

*Connect to customers from wherever they are without sacrificing functionality*

*Direct your calls to the right person the first time, avoiding unnecessary, customer-alienating transfers and holds*

*Trigger immediate calls, emails, or text messages to your sales team when online forms are completed*

## COMMUNICATION TOOLS

Here are a few more ways that CTM is going above and beyond traditional phone systems to meet and exceed the needs of small, flexible, and growing businesses:



### **Manageable Mobility**

CTM's softphone lets your team connect to customers from wherever they are without sacrificing functionality. The browser-based call platform lets you transfer, hold, make conference calls, and gives you access to all the data and tools described in the previous section. The softphone even keeps your mobile number private, protecting your personal info when you're conducting business.



### **Advanced call routing**

It's a common problem for startups: you don't have enough budget or demand for a call center, or even a fully staffed inside sales team—but you don't want your CEO to have to field all of your calls. CTM lets you build and manage queues based on call sources, available staff, and other customizable criteria. You can have calls directed elsewhere during your off hours or have calls from specific sources forwarded to specialized team members or a set of menu options based on their likely needs. You can push calls to new employees to help ramp them up, or send calls into the queue of your more experienced staff to ensure quality interactions—it's completely up to you. Best of all, call routing can help direct your calls to the right person the first time, avoiding unnecessary, customer-alienating transfers and holds.

## COMMUNICATION TOOLS (CON'T)



*Our business depends on CTM's Call Routing every day to connect our customers with the correct supplier, without interruption.*

*-CEO  
Philadelphia, PA*



### **Geographic Call Routing**

In the event that your startup doesn't yet have a home office—or even a home state, geographic call routing lets you direct calls to the appropriate team member nearest its source. Geographic call routing lets you use a single number—even a vanity number—on your website and in your marketing efforts, while routing calls based on the caller's location. Conversely, if you want to employ numbers that appear local to wherever you're advertising, CTM can manage that as well.



### **FormReactor**

Responding to online leads in an hour or less makes you more than six times more likely to have a meaningful conversation. But startups often run lean, with a small staff wearing lots of hats, making it easy for quick responses to fall through the cracks. Luckily, CTM's FormReactor will automate this process for you—triggering immediate calls, emails, or text messages to your sales team when online forms are completed. This feature is unique, tying calls back to their initial site visit.

# CONCLUSION

Whatever the size of your startup, CTM's polished voice menus, right-the-first-time call routing, and data-rich, conversation-generating interface will give your customers the impression that you're large and in charge. And, because CallTrackingMetrics doesn't require expensive hardware, letting you only buy what you need, you'll have more hard-won funding to invest in products, talent, and marketing.

And when you're ready to grow, CTM is easily and flexibly scalable. That last point is important because, with the help of CTM's marketing and sales tools, you're sure to be growing well beyond your humble beginnings faster than you can say, "Swiss Army Knife."

**Contact us today to learn more about how CallTrackingMetrics can give your startup the edge it needs to succeed.**



**LET'S TALK**

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