



Call data is so valuable

The humble telephone call is an incredibly valuable part of a dealer's marketing strategy but is often overlooked, disconnected from campaigns and not tracked through to final outcome, making it difficult to accurately evaluate marketing spend. That's the view of Chris Sedlmayr, product director at Infinity, the leading call intelligence platform. He urges dealers to track 100% of calls to provide a true picture of actions taking place in the business, together with an accurate view of spend outcome. Infinity's fully automated system, known as 'The Hub', is powered by artificial intelligence. It identifies call patterns and specific content, bringing marketing campaigns, whether on or offline, together, to

ensure profitable marketing spend can be scaled up and less productive channels scaled down or switched off. Working from the basis that not all phone calls are equal, Infinity first recorded metrics such as length of call to understand what makes a good call, developed integrations with third parties such as CRM and DMS providers, and built its system using automation to identify call content and the outcome. Now, as soon as a call is made, the individual is automatically allocated a unique number enabling dynamic tracking with information recorded and even pushed back into the DMS at each stage of the customer journey. Sedlmayr said: "The telephone call is not considered part of the customer journey and is not tracked in the

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same way online behaviours are monitored and followed. Dealers should be making the telephone call a priority. "We look at all your activity, print and offline campaigns such as brochures as well as online and paid activity whether that results in web forms, brochure downloads or phone calls. We can treat those as one conversion point. We also have various ways where we can split them apart. It allows marketers to accurately attribute every part of the marketing spend." Among its clients, Infinity provided the call platform for Mazda's network in partnership with media and marketing company Mindshare. Following implementation of its platform, traffic to dealer websites increased by 105%, web leads rocketed by an incredible 420% and telephone leads increased by 250%

while, Mazda's marketing costs were reduced. Sedlmayr said: "We refer to it as call intelligence; it is about understanding more about calls than it just happening. "We analyse the call, we can tell you which models are being talked about, what the sentiment of the caller is, whether that's positive or negative, and correlate that to manufacturers, models or spec. We can tell you whether that call results in a sale or a deposit payment, whether it's a lead or they are booking a test drive. It provides a much richer understanding of the conversations that are taking place and a more connected experience. When you undertake a follow-up campaign, you can target based on specific detail of the conversation, rather than it being generic." The system monitors 100% of calls so every single call which comes into the business is analysed by Infinity. Most retailers that utilise either call recording software or outsource call monitoring only listen to a proportion of the calls, which does not provide an accurate rounded view. It is impossible to physically listen to 100% of calls but the conversation analytics Infinity's Hub deploys means all calls are heard and analysed. Sedlmayr said: "It's about all the channels and looking at every single piece of marketing strategy. If you have that 100% coverage of the visitor journey, it's so much more powerful." Infinity integrates with a range of third-party systems including CRM systems and DMS providers. Information from calls can be pushed back into the DMS in different ways, either in real-time or after the event, forming part of the customer record without having to refer back to call recordings. "We build automated integrations that tie the systems together so there is no double entry of data – the call data is enriched automatically," Sedlmayr said. "We don't want to be another

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platform you have to log into and create unnecessary additional work. That becomes unmanageable at scale." Infinity works from an open API basis and has around 40 integration agreements in place. Integration with third-party reporting tools provides further simplification, for example, call analysis can be displayed alongside data from Google Analytics. Reports are also available through its own platform, providing overall data as well as granular insights. Sedlmayr said: "In automotive, where a massive amount of the purchase journey happens over the phone, you are missing a big part of the picture. There's no point spending thousands of pounds on a particular keyword or a particular campaign if it's not driving the right result. You need to know the difference between types of calls to optimise spend. "The phone call should be seen as a unique part of the customer journey. Many dealers know they are missing something, if they estimate that 40% of business is done over the phone, they rely on the 60% they know. But that 40% could be so different in behaviour that you end up distorting your view of the truth. You need to have that end-to-end picture from the first time that person interacts with you through to the last time, or the repeat business three years later, to be as effective as you can in all your campaigns." Identifying issues and concerns in the dealership through the call data is unlikely to be 'one big thing', in Sedlmayr's experience.

Actionable areas can usually be rectified with a number of small or minor tweaks. For example, utilising the Infinity call system for Mazda, Mindshare found display advertising was performing particularly well so it could concentrate more resources on this area. The platform can operate at any level, whether that's a dealer group or manufacturer network, which allows dealers to access their own information while providing top level overview for senior execs, as well as working with individual dealerships.



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