

Using Invoca call tracking and analytics to reduce call center costs and drive customer acquisition

Results at a Glance

20%

reduction in overall customer service call volume

40%

decrease in call handling time

Clearlink first turned to Invoca because it no longer wanted to manage its homegrown call tracking solution. But it's now discovering that the Invoca platform also helps it to be even more efficient at what it does best: converting qualified leads into paying customers for brands.

THE MISSION

Clearlink is a digital sales, marketing and technology firm that partners with some of the world's leading brands — including AT&T, DISH, Microsoft, and Progressive — to extend their reach, drive valuable transactions, and deepen customer insight. The company provides marketing, sales, and data science solutions designed to help brands deliver a seamless customer experience across all touchpoints.

Clearlink has a performance-based customer acquisition business model, which means it's paid based on results generated for clients. It also runs call center operations for brands, so it has a vested interest in turning the call center traffic into paying customers as efficiently as possible. Adrian Lazo, executive vice president of marketing at Clearlink, said brands are happy to outsource this specialized work to a proven expert. "Brands typically partner with Clearlink to tap both our digital marketing and sales expertise," he said. "We help them to reach customers they can't find."



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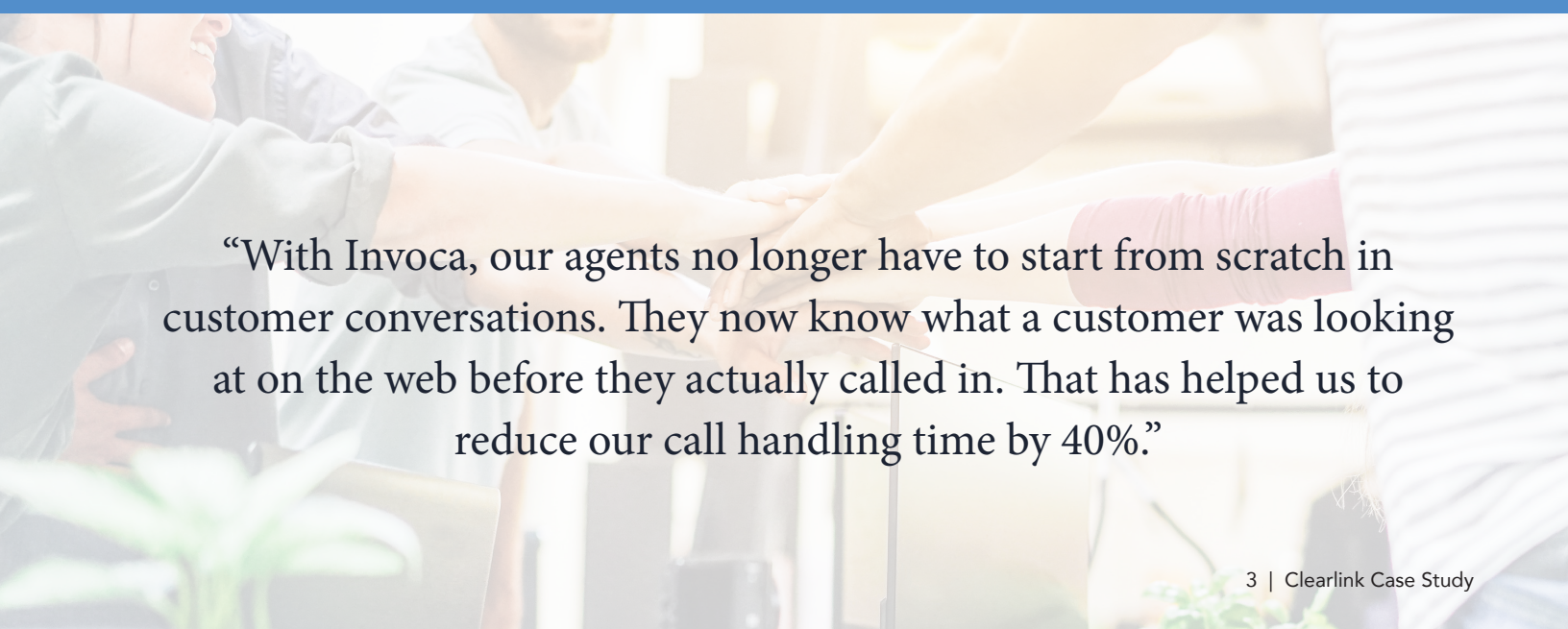
THE CHALLENGE

Call tracking is critical to understanding the customer journey and driving digital marketing success. That's why Clearlink invested in developing its own call tracking system a decade ago. However, managing that system effectively and getting timely insights into customer behavior became more difficult for Clearlink over time. According to Lazo, the company wanted a modern and reliable call tracking and analytics solution that would require little or no effort to maintain.

Also, because Clearlink's call center was waging a constant battle against spam calls, the company needed a platform that could quickly verify which callers were real. "We have so many phone numbers to manage," said Lazo. "So, whenever waves of spam calls come in, it totally screws up our metrics."

Clearlink also sought a solution that could provide call intelligence that would help the company reduce customer service call volume. Lazo explained the original motivation for this objective: "We were hosting a section of a customer's website that had customer service content. After looking more closely at that content, we realized we could make the customer experience better."

The goal of that experiment, however, was not to generate a call, Lazo said, but to answer all questions from customers online. This both reduces the number of calls to the call center and creates a better experience for the customer.



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THE RESOLUTION

Clearlink found the solution to those three challenges with Invoca. By outsourcing responsibility for call tracking and analytics to Invoca, Clearlink was able to quickly and confidently move away from its old, homegrown system. “With Invoca, we don’t have to worry about building and maintaining a critical piece of our infrastructure — and that gives us peace of mind,” said Lazo.

Invoca’s platform also helps Clearlink to authenticate real callers and identify and block spam calls. So, the call center team can avoid wasted time dealing with fraudulent calls, and focus more on converting qualified leads into paying customers. Additionally, preventing spam calls from reaching the call center keeps its numbers accurate. Since implementing Invoca, Clearlink has achieved its goal of reducing overall customer call volume by over 20 percent. “We use call tracking through Invoca to A/B test different variations of customer service content on our customers’ websites,” said Lazo. “The success metric we use is a satisfied customer who doesn’t need to call in to talk to a live representative.”

More context about why customers are calling

Clearlink is also using Invoca as “the link between the online and the offline” so it can capture insights from customers’ web sessions, said Lazo. “We can see what a customer was actually looking at online and then pass that information along to support center staff through the Invoca platform,” he explained. “So, a support agent can now say to a customer, ‘I see you were looking at questions about your bill,’ or ‘I understand you were looking at information about resetting your modem.’”

He continued, “With Invoca, our agents no longer have to start from scratch in customer conversations. They now know what a customer was looking at on the web before they actually called in. That has helped us to reduce our call handling time by 40 percent.”

Reliability — plus the ability to provide more personalized experiences

Another reason Clearlink chose the Invoca platform, according to Lazo, was the business-critical need for system reliability and a high level of service. Any downtime could result in a poor customer experience that not only

leads to missed revenue opportunities for brands but also negatively impacts Clearlink's bottom line. "Invoca has been near perfect the entire time we've been using the platform," said Lazo. "We are now driving about 500,000 to 600,000 calls per month through Invoca."

Clearlink is also using Invoca to find other ways to deliver a more personalized customer experience based on what a person is doing online before they decide to contact the call center. "For example, if someone comes to one of our sites and selects Spanish language content, we obviously want to route them to a Spanish-speaking team," Lazo explained. "With Invoca, we can do that in real time without giving the customer a different phone number to call."

Invoca is also helping Clearlink to prioritize higher-value customers. "If someone is talking to an agent over chat and we've determined that the person is a highly qualified lead, we want to talk to that person immediately," said Lazo. "So, we'll give them a unique phone number served by Invoca that will allow them to skip the entire call queue and connect with us faster."

THE FUTURE

Lazo said Clearlink intends to keep experimenting with Invoca to discover other approaches to creating value for the brands it partners with. "We're already using Invoca to optimize things like our Google Ads spend to make sure we're actually targeting the highest-value customers who have the highest likelihood to convert," said Lazo.

Clearlink has also been making the most of Invoca's API flexibility, according to Lazo. "We've already built a lot on top of Invoca," he said.

Clearlink is also now using Invoca to optimize the customer journey. "Call tracking helps us to burn our retargeting pixels," Lazo said. "There's nothing more annoying than being followed around the web by an ad for something you've already bought. It also wastes money. But without a call tracking solution like Invoca, it would be impossible to make the link between a customer's online experience and their offline purchase."

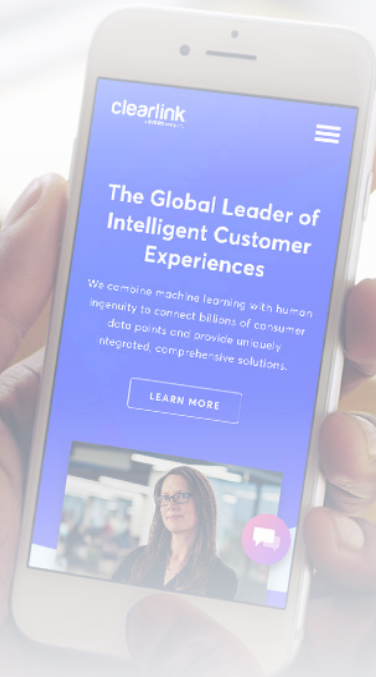
Lazo said Invoca's "rock-solid infrastructure and great reliability and uptime" are helping Clearlink to run its business more smoothly. "Invoca has also been super-responsive to all of our needs and requirements, and they're always building new product features," he said. "I would recommend Invoca because they are the obvious leader in call tracking. No one else is thinking as forwardly about this space as they are."

THE RESULTS

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Learn more about how leading marketers are using AI-powered call tracking and analytics to drive revenue at invoca.com/customers.

