5 Tips for Choosing a Call Tracking Software Service

WildJarMonday, December 14th, 2020

Call tracking software can make a world of difference when it comes to analysing the effectiveness of your marketing efforts. Whether you're running Google Ads, a Facebook campaign or anything else, being able to pinpoint what is working is key to improving business insight. When armed with this knowledge, you'll be able to allocate time and resources into the channels that are most effective. But how do you actually choose a call tracking software that will align with your goals? Check out the latest advice from WildJar as they share their top tips on what to look out for when it comes to finding the best fit.

1. Quick setup

Any good call tracking software should be quick to set up and easy to use. This is important because not only does time equal money, but having to deal with an exhaustive and complicated installation process is never fun. The best solutions will allow you to set up client campaigns within minutes so you can hit the ground running. Simply add JavaScript and Google Tag Manager implementations to get started. From there, order tracking numbers, configure your call flow rules and start tracking client calls without delay.

2. Dynamic phone numbers

Dynamic Number Insertion (DNI) takes the guesswork out of how a lead has contacted your business. Basically, this technology allows you to dynamically generate numbers for your campaigns. All you have to do is drop a JavaScript code in your pages and the code itself will show the preset phone numbers based on the URL. Dynamic phone numbers save you from having to manually record data. They also reduce the risk of human error which can impact the accuracy of your analytics.

3. Customisation

Users that value customisation should opt for a call tracking software that offers flexibility. The reason being that every business is different, and will in turn have different needs. For instance, you may want to enable a 'call whisper' function that instantly shows the caller's location so your team can be prepared when trying to navigate a sale. Or, intelligent journey triggers may be on your radar, which allow you to set up custom workflows to trigger based on specific customer segmentation. Regardless of what your requirements are, having a product that is customisable is key.

4. Integration

Integration is essential in that it helps you to get deeper insights about phone leads when you use call tracking software in conjunction with other tools. For example, by integrating call tracking software with a web analytics tool, you can collect information about the caller's browsing history on the site. Take things a step further by using a Customer Relations Management tool and you'll be able

Contact Profile

WildJar
WildJar helps businesses become wildly successful by providing cutting edge voice and SMS solutions. Founded in 2016, WildJar has helped more than 4,000 companies worldwide drive revenue and connect their customer's journey online to their purchasing behaviour offline. Finally, businesses and marketers have complete attribution and analytics to measure call outcomes and ROI. With WildJar's Voice Platform, businesses get granular campaign attribution to understand why customers are calling, real-time intelligence about who's calling and analyse what's being said during conversations to improve outcomes.

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to understand the entire sales cycle of an offline lead.
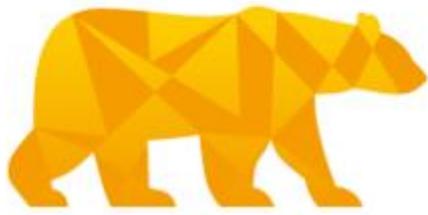
5. Call recordings

Call recordings and transcripts provide invaluable information about your potential customers. You can use them to identify patterns in how callers enquire about your services and what the key issues are that they face. With this in mind, you can use this as a means to tweak your advertising copy and marketing strategy across the board. Call recordings can also help you to train sales staff to better work with leads over the phone.

Speak to us about call analytics and tracking software

Want to find out more about what call tracking software has to offer? Feel free to get in touch with the experts at WildJar. Our call analytics company provides a standout level of support and advice to customers that want the best results for their marketing campaigns.

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