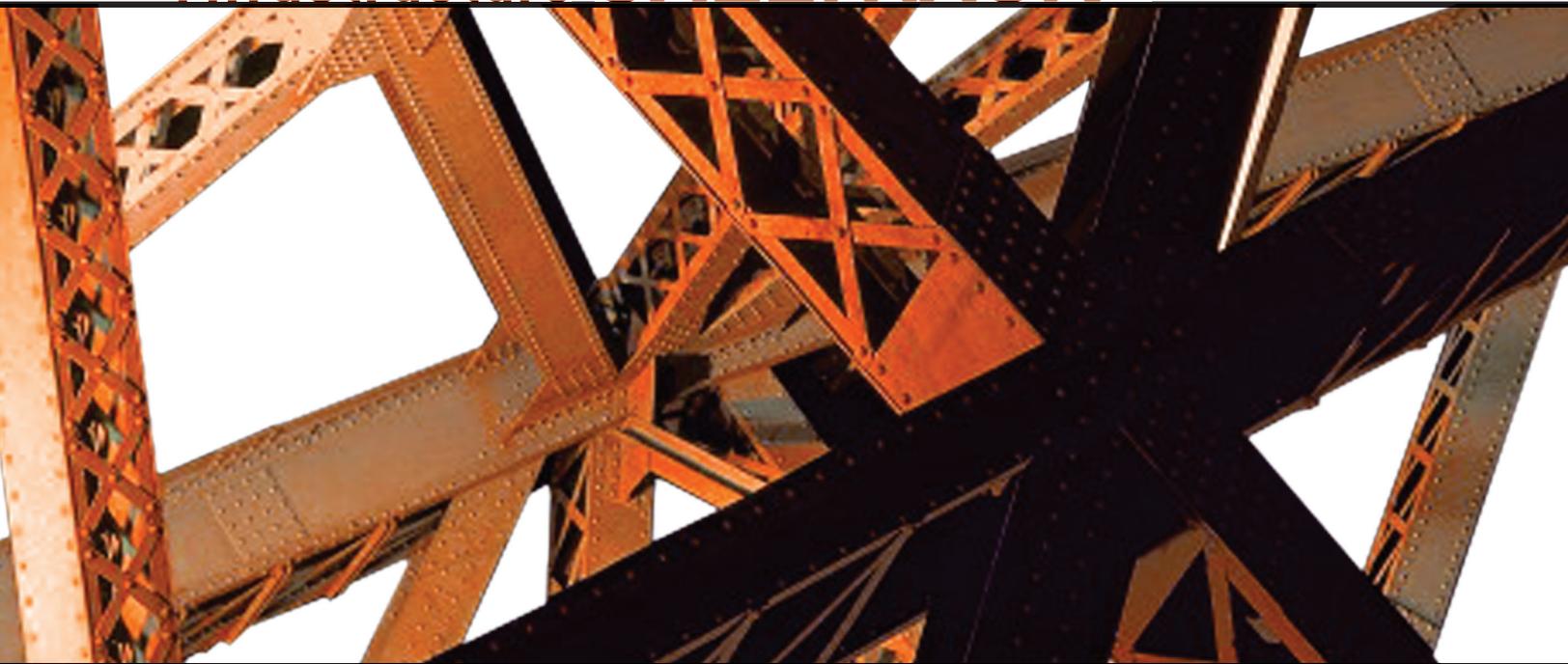# Mfrastructure **CALLTRACK**™

Mfrastructure CallTrack™

Mfrastructure CallTrack™ is a converged Internet and telecom solution offering 800 number and text messaging services designed specifically to help you track your marketing effectiveness, capture 100% of the leads they generate, and distribute those leads in real-time to the right sales agent. CallTrack leverages both the Internet and the Public Switched Telephone Network (PSTN) to initiate, route, and hold communications to help you be more effective through unique toll-free phone numbers, and text messaging services.

Text messages, by design, can be routed real-time to the right person or team, including to mobile devices. Voice communications, on the other hand, require expensive telecommunication switches to be in place in order to route calls. And these switches are unable to work seamlessly with online marketing mediums without costly programming. Enter Mfrastructure CallTrack.

CallTrack is a hosted application that marries the Internet with telecom. Each text message and phone call is run through CallTrack's call routing engine. CallTrack applies your business rules to the call and connects it with the right person, or right team based on factors like time, day, geography, and product type. If no one is available, CallTrack applies rollover rules until the call is accepted and the caller is satisfied.

Track Marketing Effectiveness

Well planned marketing campaigns require a methodology for tracking their effectiveness. This methodology must delineate each marketing medium while allowing them to work together. Eliminating the ambiguity around the origination sources of sales leads can be challenging. Online marketing, such as email newsletters, web site advertising, and search engine listings, is rarely connected to leads generated through the telephone. How to determine which marketing campaign was responsible for a specific prospect that visited your website or called your 800 number can be difficult if not impossible. That's where Mfrastructure CallTrack can help.

CallTrack can be fully integrated with your marketing and advertising campaigns to track each text and voice inquiry made to your company—including inquiries from the web as well as those from toll-free numbers utilized in more traditional media. While sales is receiving inquiries from interested buyers, marketing can gauge the results of each campaign and each medium by tracking the sales leads generated from each one.

CallTrack captures all calls and instantly delivers them to sales with intelligent communications services. CallTrack then tracks these leads and reports marketing effectiveness, in real time, through the Mfrastructure Console. The result? Knowing the ROI of marketing campaigns enabling better management of marketing resources and greater sales production. CallTrack, when combined with carefully planned marketing campaigns, can track and report on each lead generated while increasing sales. And when coupled with the Mfrastructure LeadGen Service, your marketing campaign planning and execution effectiveness will skyrocket!

CallTrack fits companies with disparate sales channels and mobile sales representatives very well. For any lead that marketing generates, the person best able to handle that lead is the one sales agent who cares most about it. Whether you define your sales territories by geography, franchise location, product, opportunity type, or other factors, CallTrack can build routing rules to ensure all inquiring prospects get on the phone with the right person. And CallTrack typically does this in less than 30 seconds.

Benefits of CallTrack

- Reduce the time between when a lead is generated and when the sales person can follow up to almost zero

- Increase the chance of closing for the next step as you are speaking with the prospect while their interest is piqued

- Quicker time to sale by beginning the sales process sooner

- Reduced "phone tag" with key prospects by taking their call instantly

- Ensure every inquiry is handled by the right person, right away, no matter where they might be

- Increased customer service quality perception by having the right person speak with the inquiring prospect within seconds of calling in, without having to repeat information necessary to connect calls

- Provides measurable results from online marketing campaigns

Features of CallTrack

- Marry your marketing campaigns to your sales channels for immediate sales follow up, such as:
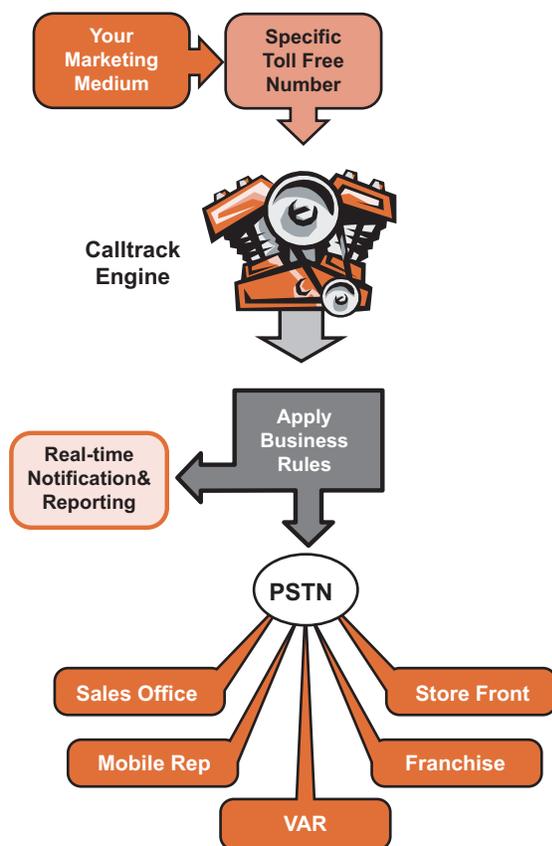
- Intelligent routing of phone calls and text messages based on user-defined business rules (e.g. day/time, geography, product type)

- Text-to-speech call notification to tell the sales representative who is calling and the purpose of their call

- Automatically deliver sales to the right sales agent in real-time through a text message or phone call

- Deploy on web sites, email newsletters, online chat sessions, toll-free phone numbers, print ads, banner ads and customer service calls

- CallTrack tracks every lead in real-time and reports the information in four ways— Mfrastructure Console, call notifications via email IM, or fax, summary reports (typically in .xls format)

- Excellent management reporting that tracks every aspect of call initiation, duration, origination point, associated Marketing campaign, along with sales metrics, such as leads by sales region

- Reliability above 99.999%

- Fully hosted service—no additional hardware, software or IT staff to manage service

- Cost-effective solution

- Fully integrated with the Mfrastructure Console—see all of your callback metrics along with all other marketing analytic information

Proven Tool for Success

Mfrastructure CallTrack is a scalable application that meshes with your online and offline marketing campaigns to maximize your lead capture rate. CallTrack offers text messaging, and 800 number services for your use on web sites, email newsletters, banner ads, 3rd party web sites and offline mediums like periodicals and direct mail. No other solution compels prospects to act on your online and offline marketing more, distributes leads faster, or tracks your marketing campaigns more effectively than Mfrastructure CallTrack.

Mfrastructure

Building Better Marketing

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