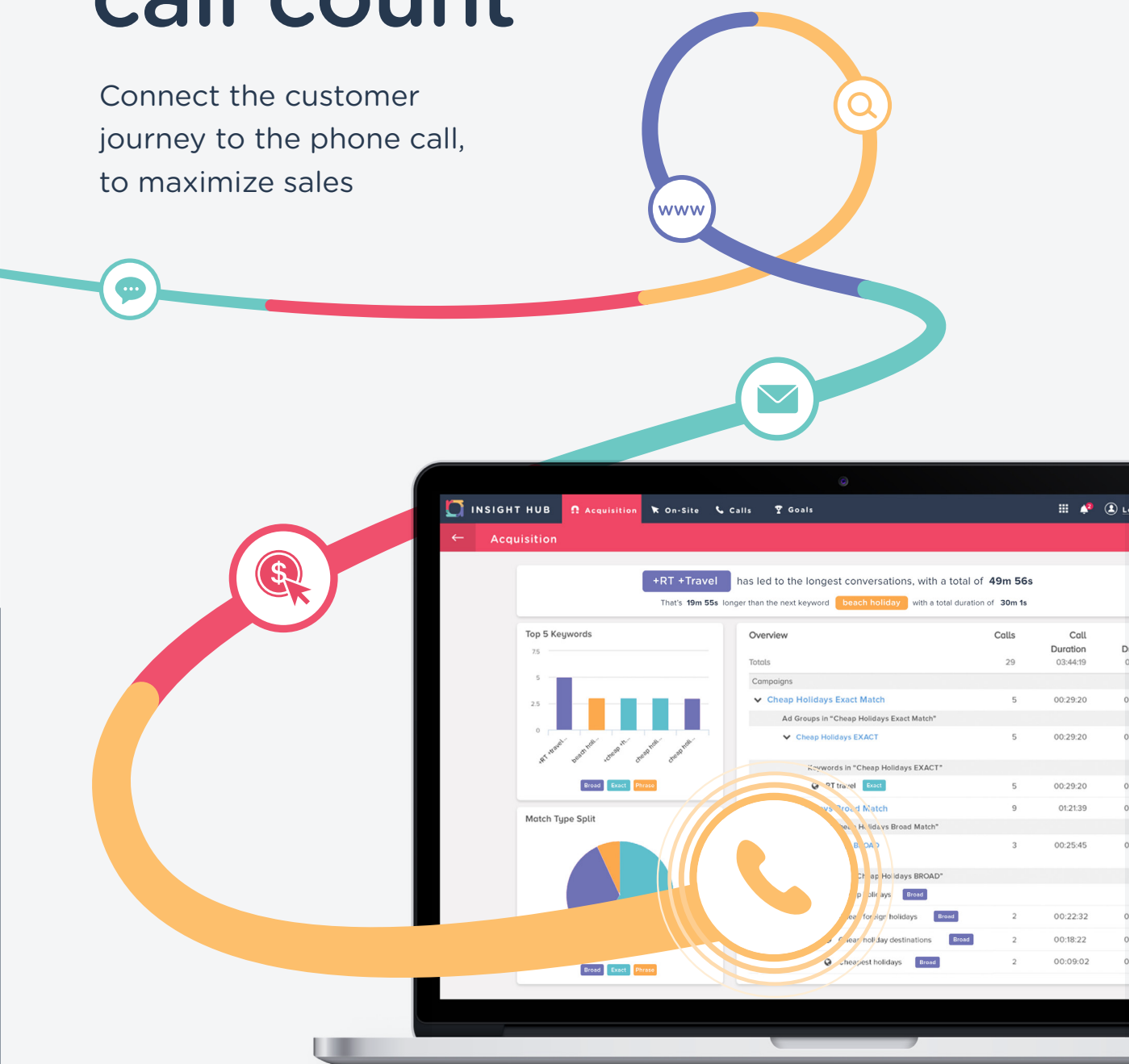


Make every call count

Connect the customer journey to the phone call, to maximize sales



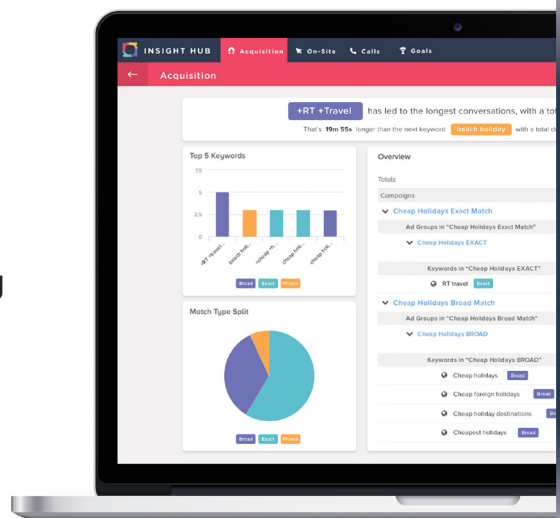


Call Intelligence for marketers

- ✓ Understand call value, optimize campaigns, increase ROI
- ✓ Link phone call sales to marketing activity
- ✓ Make decisions based on all sales, not just online conversions
- ✓ Integrate with your existing systems to include call data in your analytics

What is Call Intelligence from ResponseTap?

Call Intelligence connects buying journeys from first click to call completion. It shows you which marketing campaigns are working and it makes real-time in-call suggestions based on a customer's online journey.





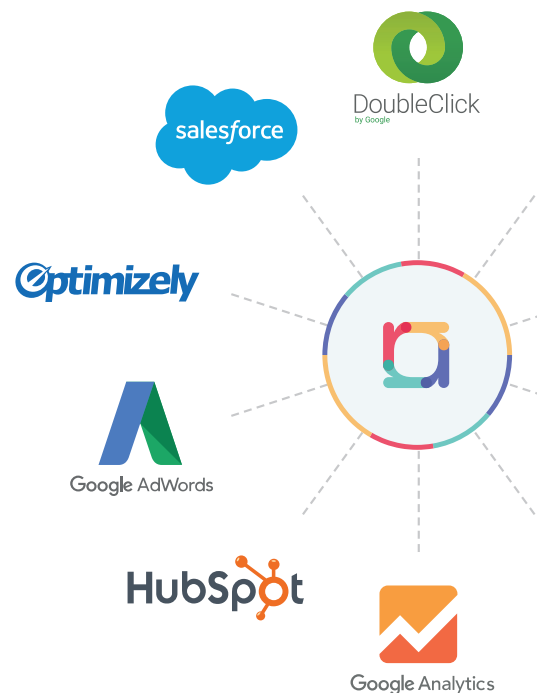
Call Intelligence for contact centers

- ✓ Higher orders, quicker calls, happier customers
- ✓ Use the online journey to understand why the customer has called
- ✓ Give agents real-time suggestions to close the sale quicker
- ✓ Start the call where the web journey left off

Can ResponseTap integrate with my existing systems?

Yes. Call Intelligence closes the loop between your platforms, integrating seamlessly to make your other systems more powerful.

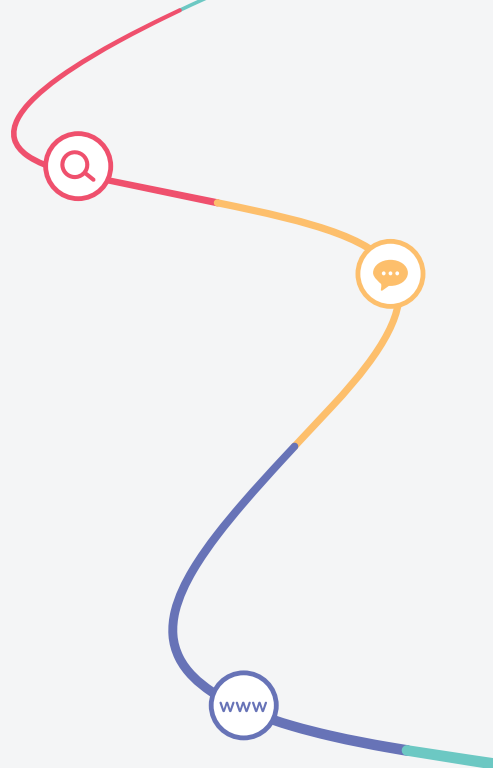
The Call Intelligence platform



Who does ResponseTap work with?

“ ResponseTap provides granular data across our marketing channels which enables us to optimize marketing spend, performance and return. Working alongside our Customer Success Manager, we use the rich insight that Call Intelligence technology provides to continually improve our customer experience and drive strong business performance. ”

Anna Robinson
Virgin Money



Can I see it in action?

Book a demo today to see how Call Intelligence from ResponseTap can help your business:

0808 115 4548

info@responsetap.com

www.responsetap.com/cidemo

