GOOD TO KNOW
FOR AGENCIES
WEBINAR: | Speaker: **Cornelia Day**
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SMART SOLUTIONS FOR CLEVER MARKETING

WHAT IS IT ABOUT?

- Questions to make sure customers' various requirements are met
- Customer FAQ
- New dashboard
- Campaign Management for better management of multiple customers/pools/numbers

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CHECKLIST

Questions to ask your customers about Call Tracking

- ☐ Which marketing measures does the customer want to be evaluated?
- ☐ Which data is particularly important to the customer in this process?
- ☐ How should the measures be evaluated? Reports or analysis tool?
- ☐ If analysis tool, which?
- ☐ What is the monthly budget allocated for this?
- ☐ What precisely is the scope?
  - ☐ Single-number pool
  - ☐ Telephone number pool for the website
- ☐ If dyn. tracking for the website:
  How many unique visitors visit the site each month?
- ☐ Are Analytics and Ads integrated?
- ☐ Who takes care of what?
  - Script on the site _____
  - Control Panel administration _____
  - Data analysis _____
  - Other _____
- ☐ What is the planned schedule? When does Call Tracking need to be live by?
- ☐ Which products? Advice-intensive? Conversion time?
- ☐ Does the customer want access/own management?

AGENCY

The Agency should ask itself the following questions:

- Do I want to create and manage the customer in my own account? Reseller?
- Or do I want to act as a referrer?

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RESELLER vs. REFERRER

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- Access to customer data
- Own management
- Own invoicing
- Bundling of own products
- Free price definition for more cost-effective purchasing

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- Support by matelso and not by the referrer, commission of up to 20% a year on monthly sales
- Financial accounting and late payments managed by matelso

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- Support for agency customers must be provided via the agency
- This means more work

-

- Authorizations for managing the account via the referring agency must be observed
- Predefined margin
- No access to customer data

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FAQ

FAQ by customers:

Isn't it annoying when the telephone number on the website changes?	No, experience tells us that no one notices anyway
Customer's objection: I don't want a new number. My customers know my telephone number	The telephone number can still be reached, of course
What if the caller notes down the number?	The customer journey can then continue to be tracked throughout the lifetime of the cookie. The telephone number can still be reached, of course, provided that it is still active
What do I do if I no longer want to work with you or matelso?	You can take your telephone number with you to another provider. Phase out the telephone number (calls still received?)
Can I use my own telephone number for tracking?	No, we advise against that. The telephone number has to be ported to matelso. A different telephone number is always used for dynamic tracking anyway

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FAQ

FAQ by customers:

Is installing the matelso script a complex task?	No, it takes no more than five minutes using a tag manager
What happens if I disable the script?	The telephone number will no longer be displayed, but can continue to be accessed, provided that it is still active
I can make a pool of 10 into a pool of 100?	That is a technically complex task. Please book a new telephone number to do that.
How big should my telephone number pool be?	Guide values are provided in the matelso knowledge base
Who has the right to a telephone number?	The subscriber
I want to set up telephone numbers in different countries. Can I do that?	Of course. Please contact matelso regarding the commercials. Different countries have different requirements (proof of address etc.)
I want a telephone number in an area code where I don't have an address/branch. Can I do that?	Not in Germany. You must always have a valid address. It must be possible to provide proof of this if requested by the German Federal Network Agency, and it must be possible to meet the subscriber where necessary. This may be possible in other countries. For further information, contact matelso

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Customer requirements:

Stair lift provider

A stair lift provider wants to evaluate its print campaigns with respect to calls. The provider does not use any classic analysis tools like Google Analytics. However, the provider is very active, and uses print adverts in lots of different newspapers (around 50). There is a branch address.

What could the customer be offered?

- Single-number pool/single telephone number for each print campaign.
- As all telephone numbers are booked to one subscriber, this quickly becomes confusing. The Campaign Management module is therefore a good option for improving the evaluation process. Benefit: Can be used for all customers in the account.
- In addition, separate reports can be created for each telephone number.

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BOOK TELEPHONE NUMBERS

What do I need to know beforehand?

Why do I need single-number pools?

A single-number pool is a static telephone number. In other words, it always stays the same.

How is a single-number pool used?

Print campaigns
Google Ads call extensions
Individual sources such as MyBusiness, LinkedIn, Xing, etc.
Newsletter campaigns

Summary:

When you're using single-number pools, the source is known and is evaluated based on the telephone number. The matelso Search & Replace script is not required as the single-number pool is not dynamically displayed.

matelso Knowledge Base: single-number pools vs. single-number pools

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BOOK TELEPHONE NUMBERS

Subscriber - what does that mean?

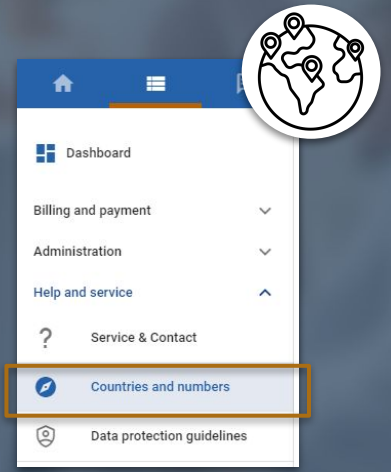
SUBSCRIBER

What is a subscriber?
The owner of the telephone number

Why do I need the subscriber?
Because a valid address is needed for every telephone number in Germany

Are there any required fields?
In Germany: company and legal form
or
Forename and surname
Street, house number
ZIP code, city

What about outside Germany?
Different countries have different specifications/requirements. You can find these here:



What might such requirements be?
Identity document, excerpt from the commercial register, electricity bill, passport, etc.

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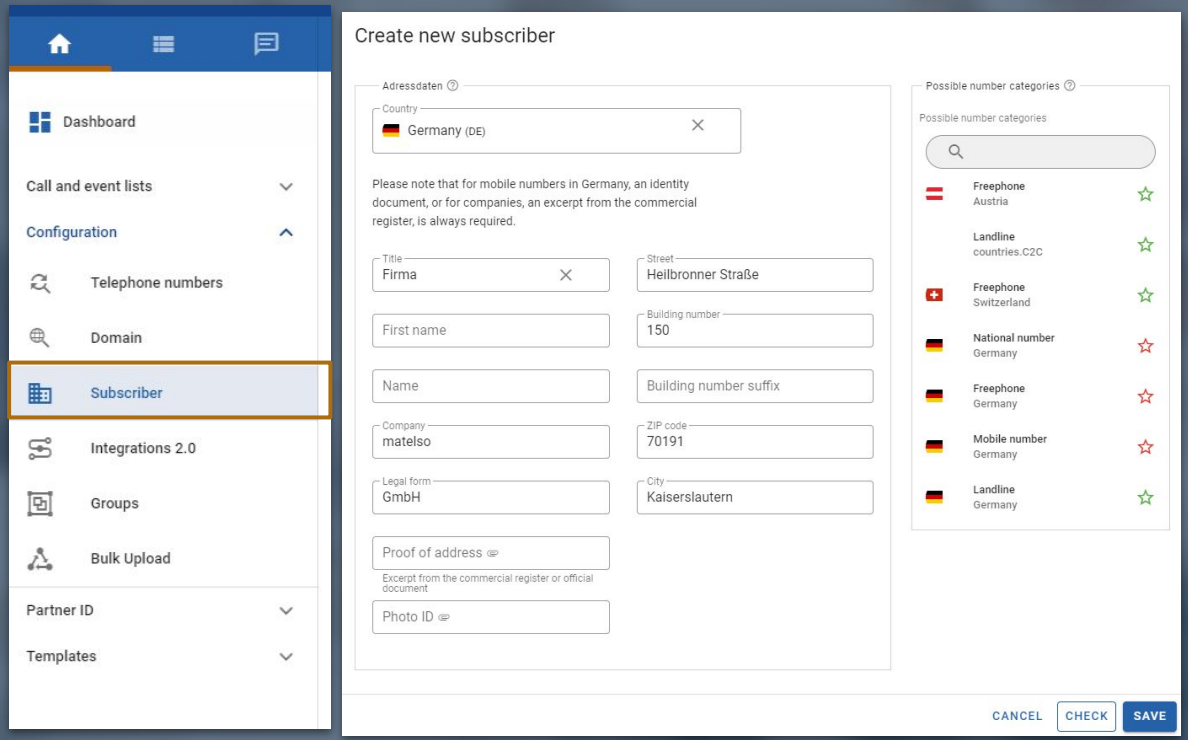
CREATE SUBSCRIBERS

TO DO in Control Panel



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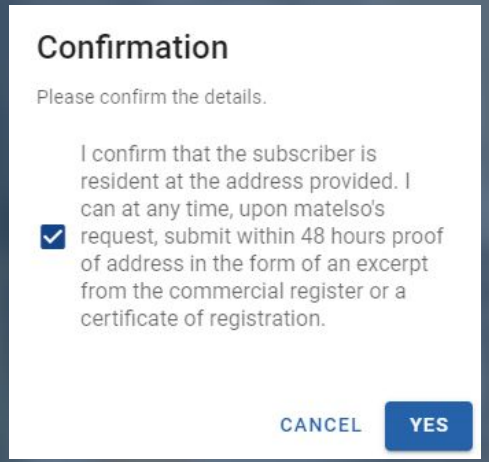
CREATE SUBSCRIBER

TO DO in Control Panel



Why do I have to confirm it?

- To be allowed to book a telephone number, I always need a valid address in Germany
- The corresponding prefix will be assigned to this address
- In case of doubt, it must be possible to provide proof of this

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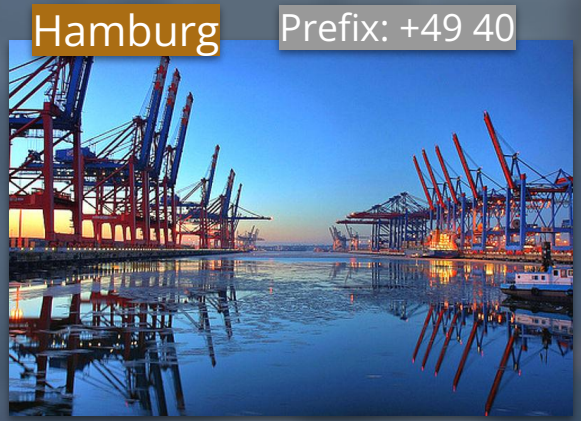
BOOK TELEPHONE NUMBERS

TO DO in Control Panel



What is not possible?
Address Hamburg -> booking of Munich prefix

What is possible?
Headquarters in Hamburg, subsidiary in Munich
Then the Munich subsidiary will also be created as a subscriber and a telephone number can be booked

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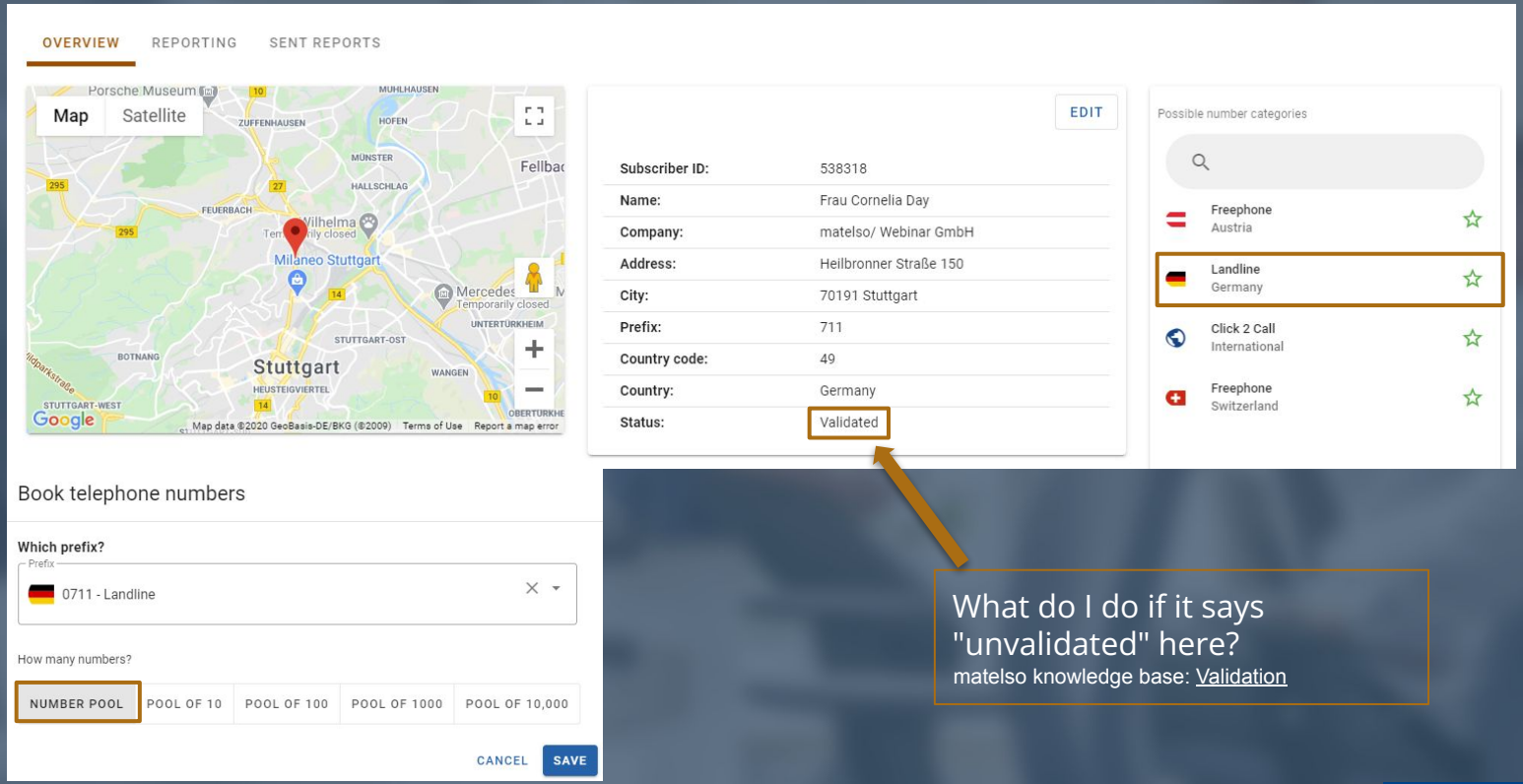
BOOK TELEPHONE NUMBERS



What do I do if it says "unvalidated" here?

matelso knowledge base: Validation

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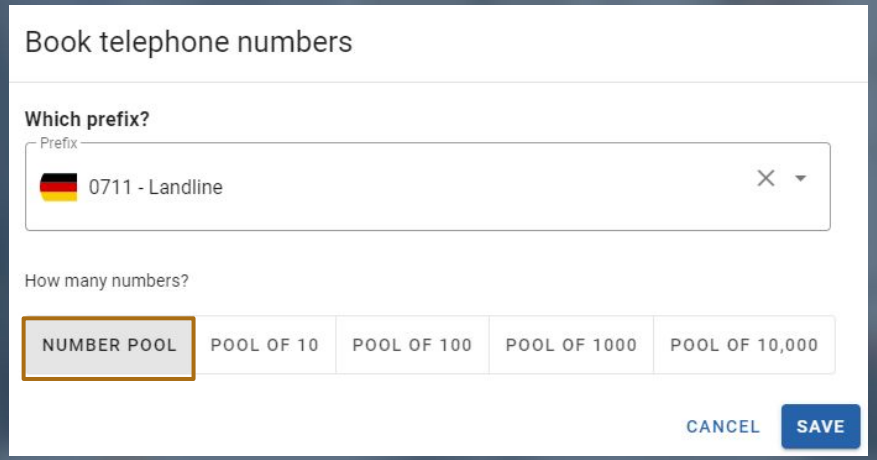
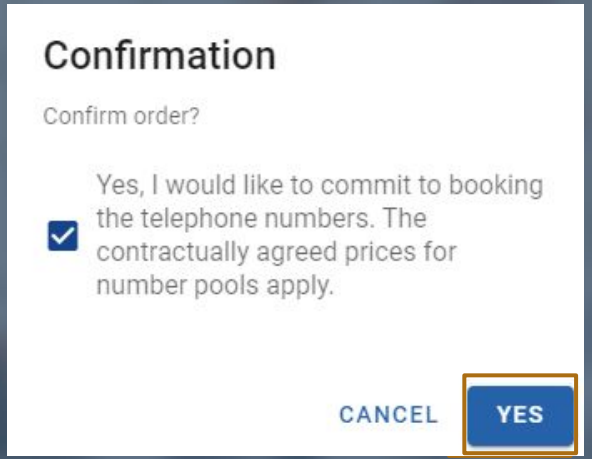
BOOK TELEPHONE NUMBERS





When you click "Yes", you will be taken to the overview of telephone numbers.

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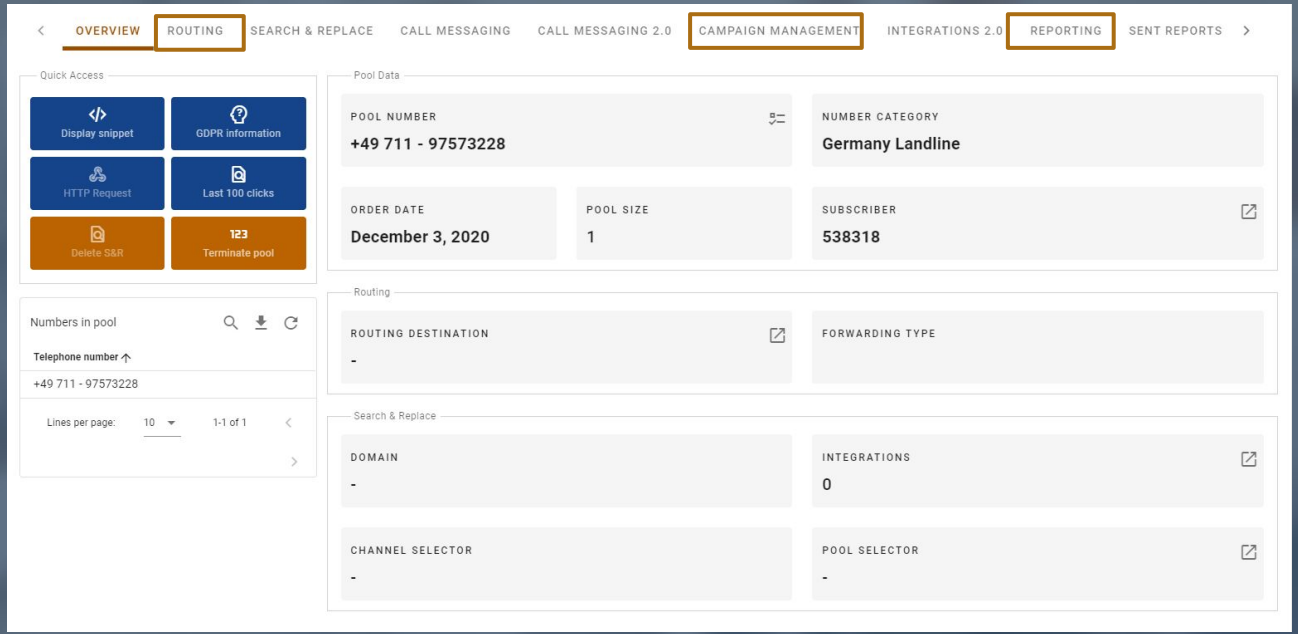
CONFIGURE TELEPHONE NUMBERS

Now I'll work through it from left to right:

For the single pools in our example, we need:

- Routing
- Campaign Management
- Reporting



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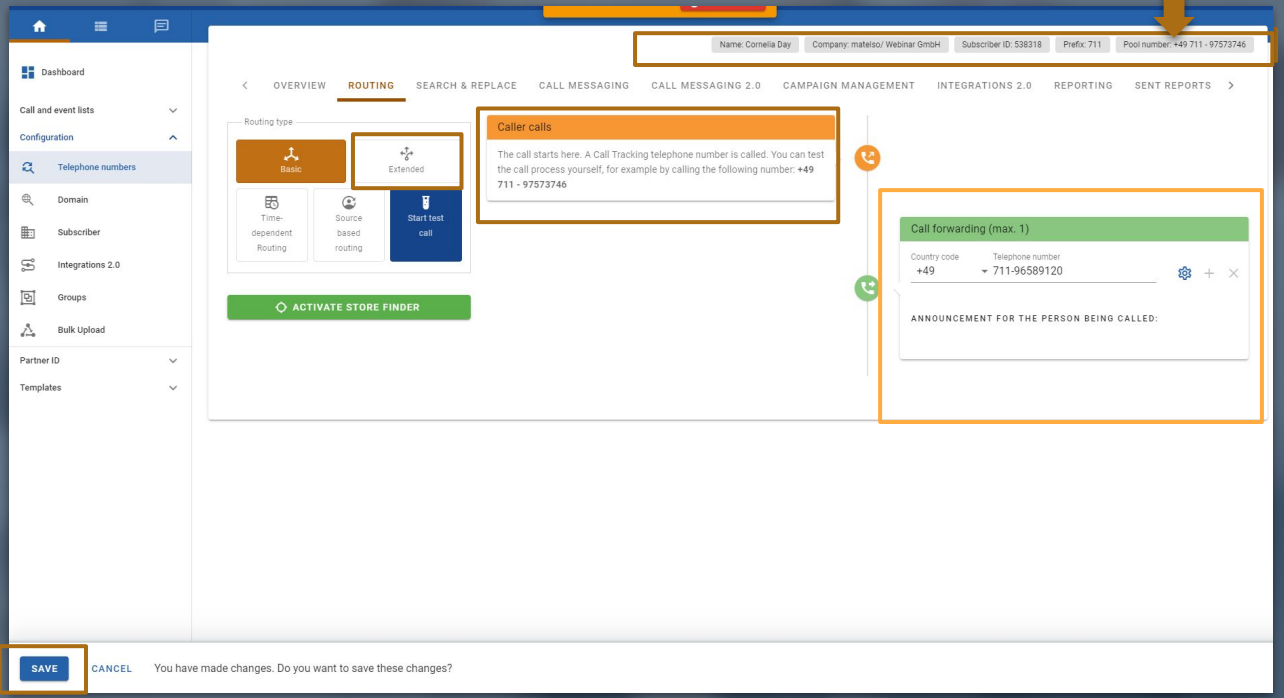
CONFIGURE TELEPHONE NUMBERS

What is a routing destination?

You can also always see here which subscriber/pool you're working with

One of the most important things, as the call cannot be forwarded otherwise

What is the difference between Basic & Extended Routing?



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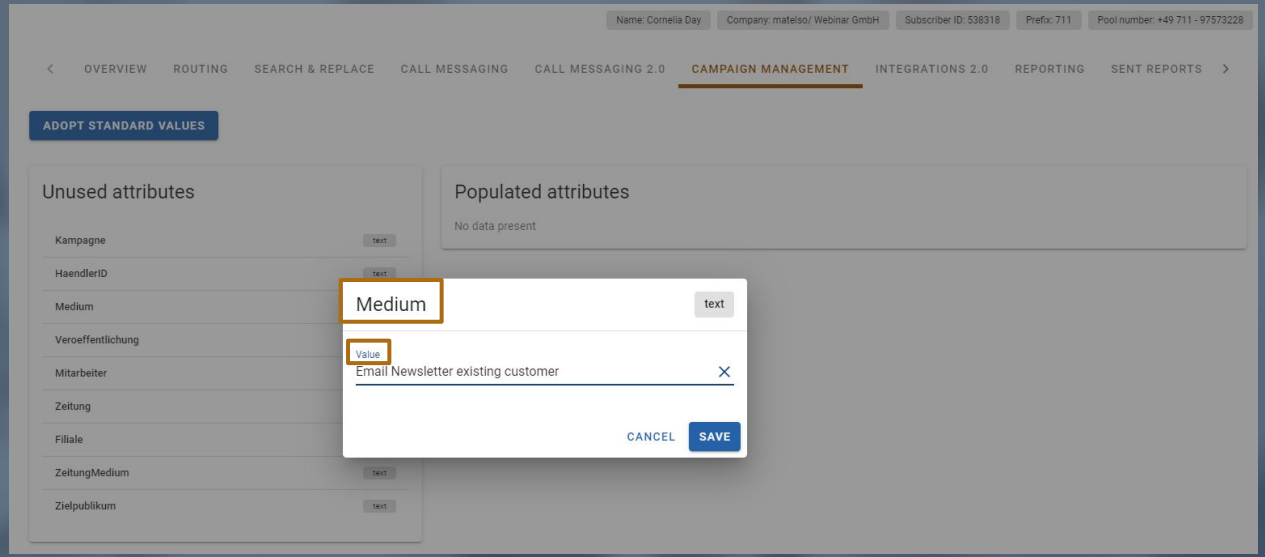
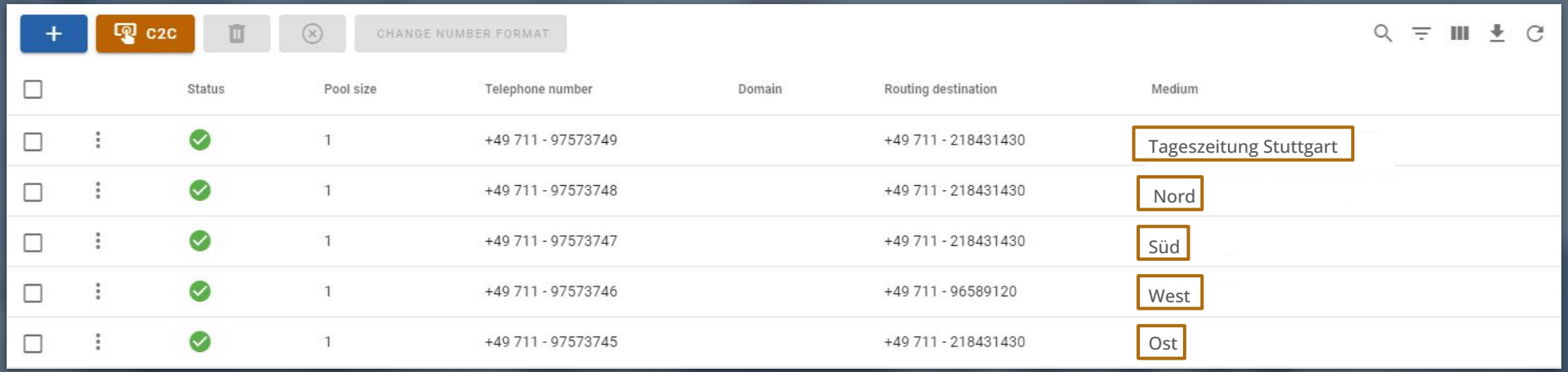
CAMPAIGN ATTRIBUTES

In our example, we're using our Campaign Management so that we can evaluate it later





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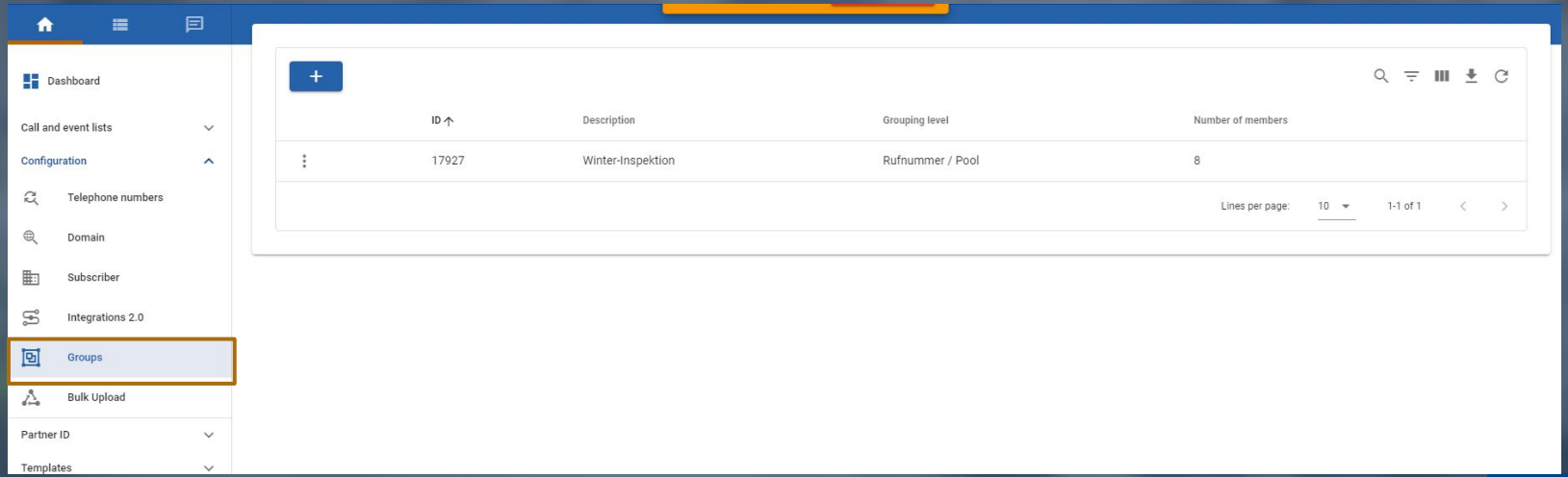
REPORTING

Now I'd like a weekly report as a PDF & a monthly report with the Campaign Management attributes as an Excel file, to enable optimum reporting on my campaigns.

To do this, I have created a group for my action:



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REPORTING

OVERVIEW | REPORTS | SENT REPORTS

Group member	ID	Description	In group since:
Yes	1268370	0711 / 97573749 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268369	0711 / 97573748 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268368	0711 / 97573747 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268367	0711 / 97573746 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268366	0711 / 97573745 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268365	0711 / 97573744 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268364	0711 / 97573743 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020
Yes	1268363	0711 / 97573742 (Cornelia Day, matelso/ Webinar GmbH, Stuttgart)	11/16/2020

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REPORTING

Weekly report as PDF

Monthly report with the Campaign Management attributes as Excel file

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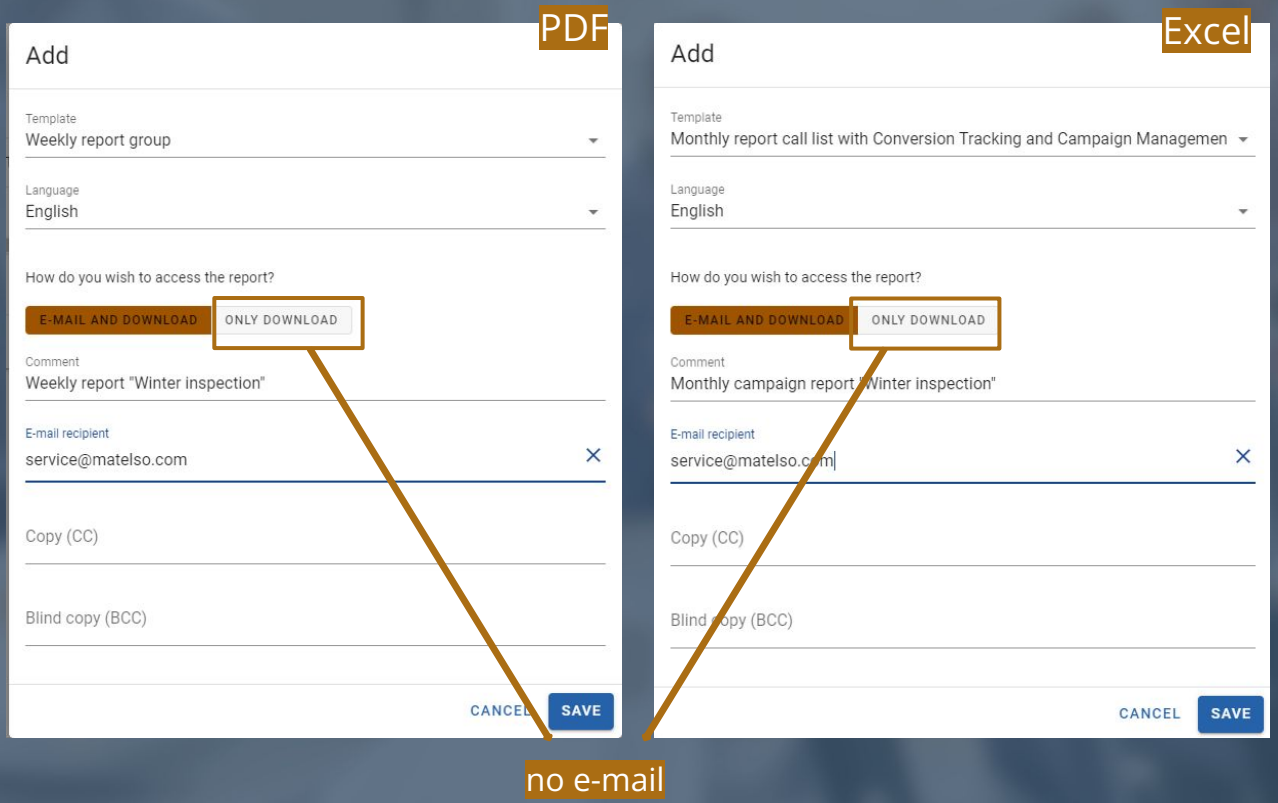
REPORTING



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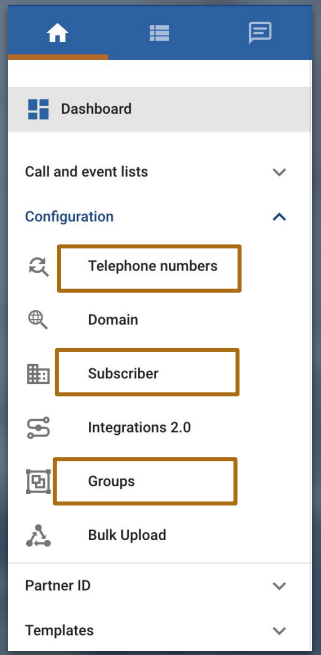
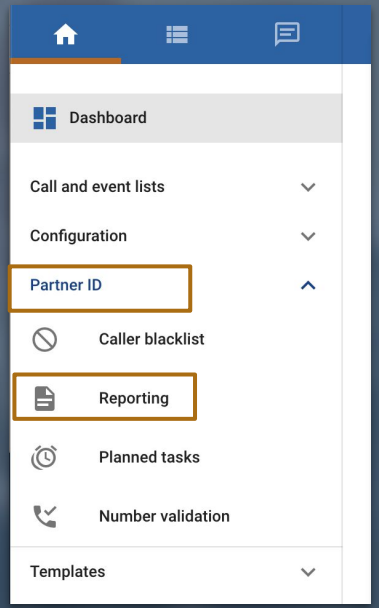
REPORTING

What do the different reporting levels mean?

Levels at which reports can be set up:

1. **Telephone number**
   - Der Report beinhaltet die Call Daten einer Rufnummer/ eines Rufnummernpools
2. **Subscriber**
   - The report contains the call data for all telephone numbers/all number pools for this subscriber
3. **Partner ID**
   - The report contains the call data for all telephone numbers/number pools that are booked in your account. In addition, at Partner level, a configuration report and an itemized bill report can also be created, for example
4. **Groups**
   - The report contains the call data for a group created previously





matelso Knowledge Base: Call Reports

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REPORTING

What does such a report look like?

Your weekly MRS Call Report for the Print Campaigns Group - Week 48/2020.

matelso GmbH <info@matelso.com>
an mich

Ladies and gentleman,

please find attached your weekly Call Report on your marketing numbers.

If you have further questions, please contact us:

Phone: +49-711-2184314-0
Email: service@matelso.com
Web: https://www.matelso.com

Regards

Your matelso Team

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REPORTING

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Your weekly Call Report (group)

Report time: Week 48 2020

2020-11-23 - 2020-11-29

Overview

Data

Partner-ID:	5024
Reporting group:	Winter-Inspektion
Grouping level:	Phone number / numberpool

Phone numbers or pools included in this report

Amount of pools:	8

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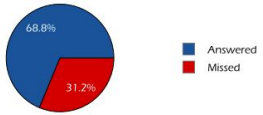
Detailed analysis

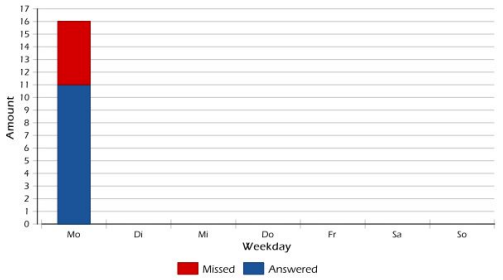
Summary of calls

Total number of calls:	16
Answered calls:	11
Missed calls:	5
Total call duration:	00:00:28
Average duration:	00:00:03

Accessibility



Distribution of calls



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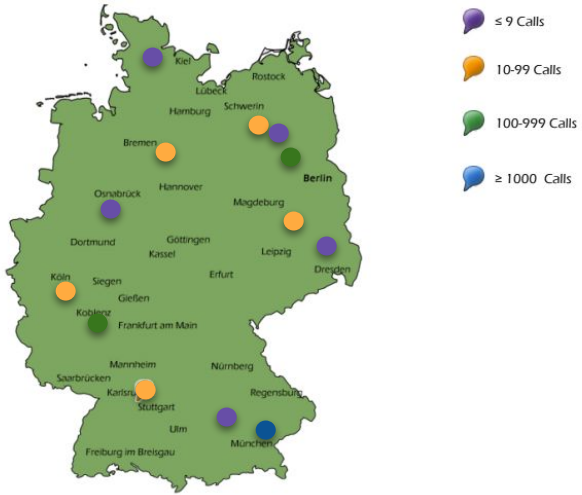
REPORTING

Origin of caller

Distribution of caller in germany



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Call list

Call time	Status	Duration (h: min: sec)	Caller	Called Number	Forwarding destination
23.11.2020 11:06:02	Missed	00:00:00	0711 / 96589xxx	0711 / 97573745	0711 / 218431xxx
23.11.2020 11:05:38	Answered	00:00:01	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:05:15	Answered	00:00:05	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:04:12	Answered	00:00:02	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:03:39	Answered	00:00:01	0711 / 96589xxx	0711 / 97573746	0711 / 96589xxx
23.11.2020 11:03:21	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:31	Answered	00:00:02	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:17	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:02:11	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:01:56	Missed	00:00:00	0711 / 96589xxx	0711 / 97573747	0711 / 218431xxx
23.11.2020 11:01:02	Answered	00:00:05	0711 / 96589xxx	0711 / 97573745	0711 / 96589xxx
23.11.2020 11:00:36	Answered	00:00:05	0711 / 96589xxx	0711 / 97573744	0711 / 96589xxx
23.11.2020 11:00:09	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:58:51	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:58:39	Answered	00:00:01	0711 / 96589xxx	0711 / 97573743	0711 / 96589xxx
23.11.2020 10:57:57	Answered	00:00:04	0711 / 96589xxx	0711 / 97573742	0711 / 96589xxx

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REPORTING

Monthly report on Campaign Management

When was the call?

Who called and from where?

Which Call Tracking number was called?

How many calls were missed?

How long did the calls last?

Which campaign performs the best?

Created at: 03.12.2020
Report perio November 2020

Call date	Call time	Caller	Caller loc	Base number	Called number	Status	Duration (s	Subscriber	Company	Legal form	Postal cod	City	Country	Charge / €	Medium
2020-11-24	11:35:20 AM	0711 / 96589x	Stuttgart	0711 / 975739	0711 / 97573928	Success	15	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0045	Tageszeitung Stuttgart
2020-11-24	11:32:14 AM	0711 / 96589x	Stuttgart	0711 / 975739	0711 / 97573928	Success	14	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0350	Tageszeitung Stuttgart
2020-11-24	11:31:42 AM	0711 / 96589x	Stuttgart	0711 / 975739	0711 / 97573928	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	Tageszeitung Stuttgart
2020-11-23	11:06:02 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573745	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	Tageszeitung Stuttgart
2020-11-23	11:05:38 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573745	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	North
2020-11-23	11:05:15 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573745	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	South
2020-11-23	11:04:12 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573745	Success	2	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0006	South
2020-11-23	11:03:39 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573746	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	South
2020-11-23	11:03:21 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	South
2020-11-23	11:02:31 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573747	Success	2	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0006	South
2020-11-23	11:02:17 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:02:11 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:01:56 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573747	Missed	0	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0000	West
2020-11-23	11:01:02 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573745	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	West
2020-11-23	11:00:36 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573744	Success	5	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0015	West
2020-11-23	11:00:09 AM	0711 / 96589x	Stuttgart	0711 / 975737	0711 / 97573743	Success	1	538318	matelso/ Webinar	GmbH	70191	Stuttgart	DE	0,0003	East

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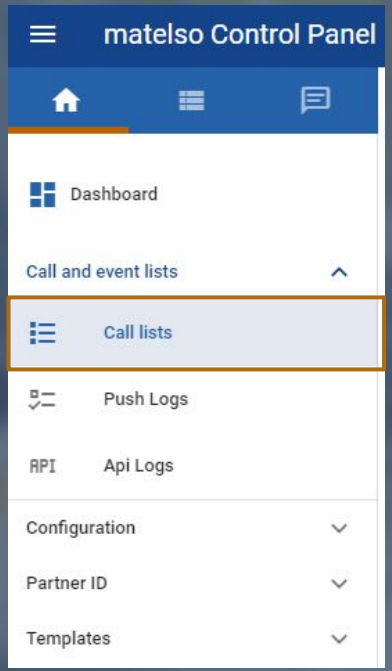
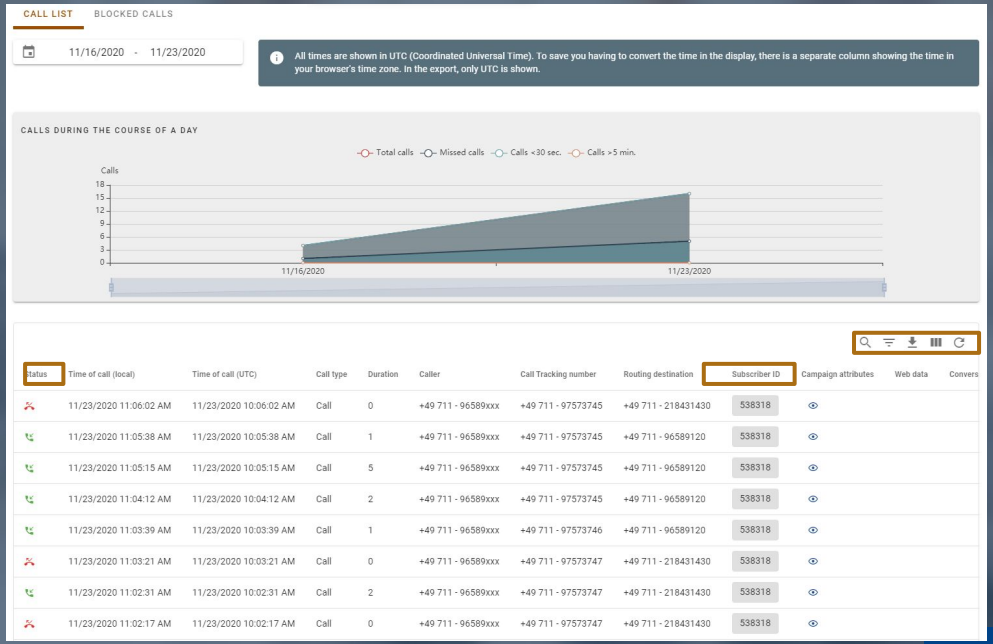
REPORTING/ CALL LIST

What if I want to see the call data/results at any point?





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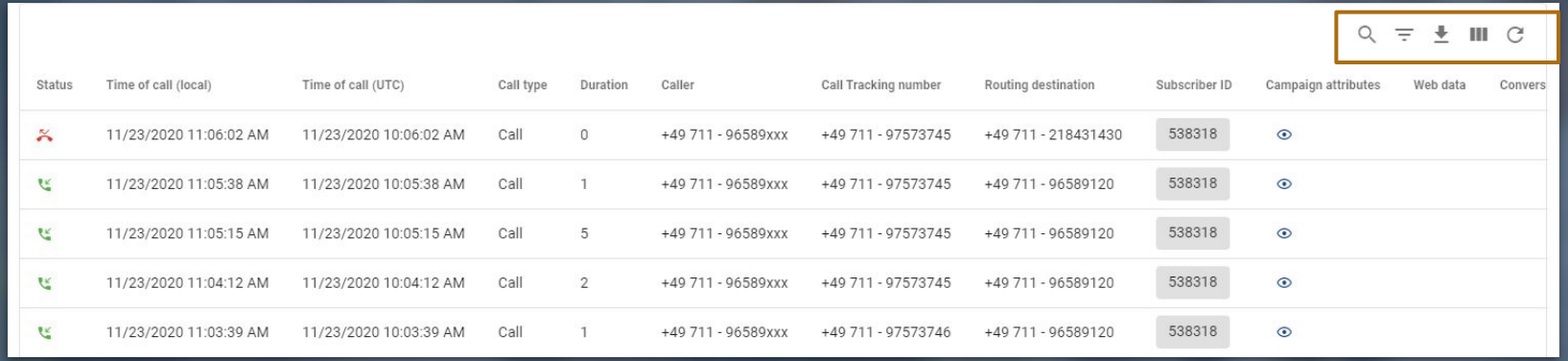
REPORTING/ CALL LIST

This can also be customized:



Status	Time of call (local)	Time of call (UTC)	Call type	Duration	Caller	Call Tracking number	Routing destination	Subscriber ID	Campaign attributes	Web data	Convers
	11/23/2020 11:06:02 AM	11/23/2020 10:06:02 AM	Call	0	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 218431430	538318			
	11/23/2020 11:05:38 AM	11/23/2020 10:05:38 AM	Call	1	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:05:15 AM	11/23/2020 10:05:15 AM	Call	5	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:04:12 AM	11/23/2020 10:04:12 AM	Call	2	+49 711 - 96589xxx	+49 711 - 97573745	+49 711 - 96589120	538318			
	11/23/2020 11:03:39 AM	11/23/2020 10:03:39 AM	Call	1	+49 711 - 96589xxx	+49 711 - 97573746	+49 711 - 96589120	538318			

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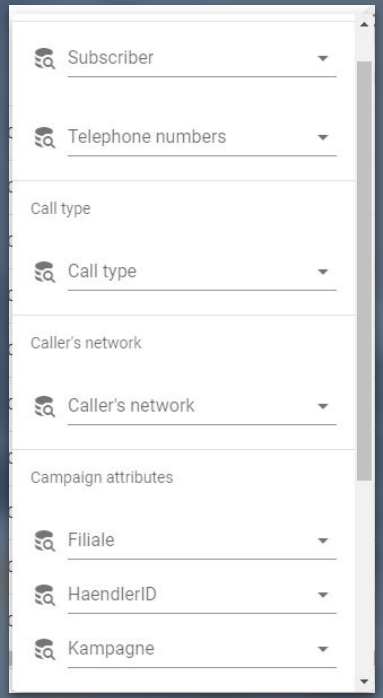
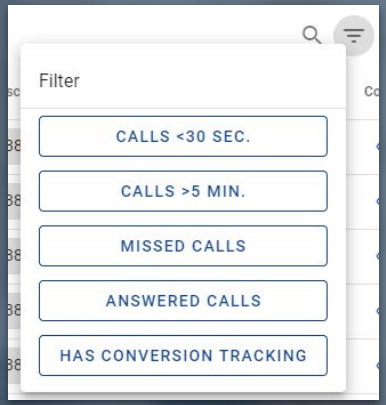
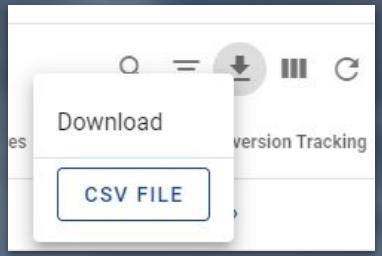
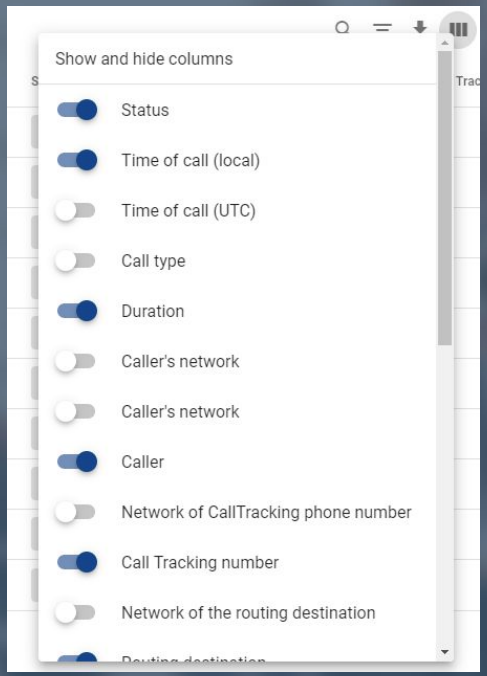
USE CALL LIST EXACTLY AS YOU WANT









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Customer requirements:

Tradesman

A tradesman wants to know how his Ads campaigns are performing in terms of calls. However, he is skeptical about the idea of having a new number and doesn't want existing customers to see the Call Tracking number.

What could the customer be offered?

- Dynamic telephone number pool that is output on the website. A channel filter for Google Ads for this purpose. This means that the Call Tracking number will only be displayed if someone accesses the site via Ads. And because it is usually new customers who access the site via Ads, this meets the requirement.

- Use Ads call extensions.

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WHAT IS A DYNAMIC TELEPHONE NUMBER POOL?

A dynamic pool is a pool with several telephone numbers that can be displayed dynamically depending on the customer.

Dynamic: 10-number pool, 100-number pool, 1000-number pool

Not dynamic: 1-number Pool

WHEN DO I NEED A DYNAMIC TELEPHONE NUMBER POOL?

Only with a dynamic pool can tracked calls be linked to a caller's web data.

You need a dynamic pool if you want to capture web data.

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WEB DATA AND CALL DATA

Call data:
Data about the call

Examples:

Caller number, called number, time of call, caller network

Web data:
Data about the website visitor

Examples:

Landing page, path, online campaign information (UTM parameters,Gclid)

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THE PRINCIPLE BEHIND DYNAMIC POOLS

Problem:
Which web user is behind a call?

10 people

2 callers

Data from 10 web users

Which people called?

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THE PRINCIPLE BEHIND DYNAMIC POOLS

Solution:

Each user is shown their own number..

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What does web data tell me?

Example A - Solution:

Dynamic tracking: evaluating landing pages

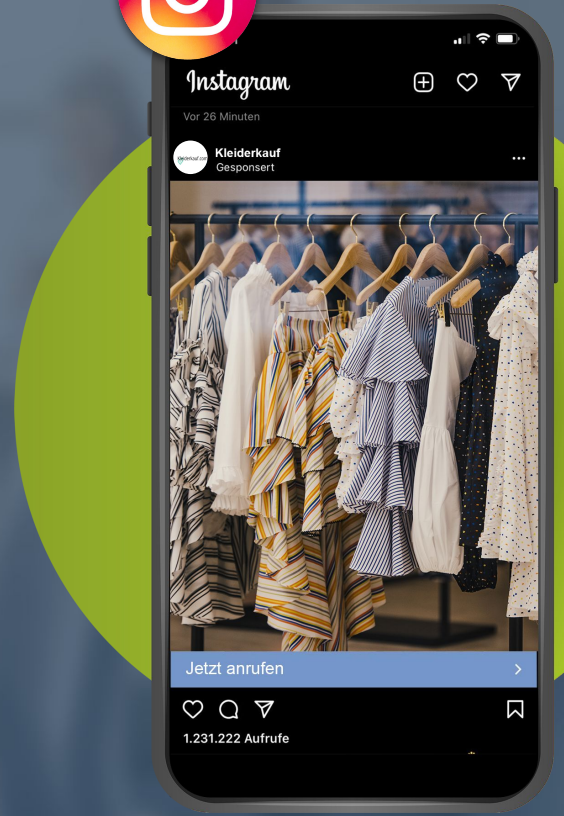
URL	Calls
elektroheinz.de/**stuttgart**	**12**
elektroheinz.de/**hamburg**	**48**
elektroheinz.de/**berlin**	**26**
elektroheinz.de/**düsseldorf**	**65**

What does web data tell me?

Example B:

Retailer Kleiderkauf.com has various online campaigns on Facebook, Instagram, YouTube, etc.

However, they cannot see which and how many calls were generated by each campaign.



What does web data tell me?

Example B - Solution:

Dynamic tracking: evaluating online campaigns

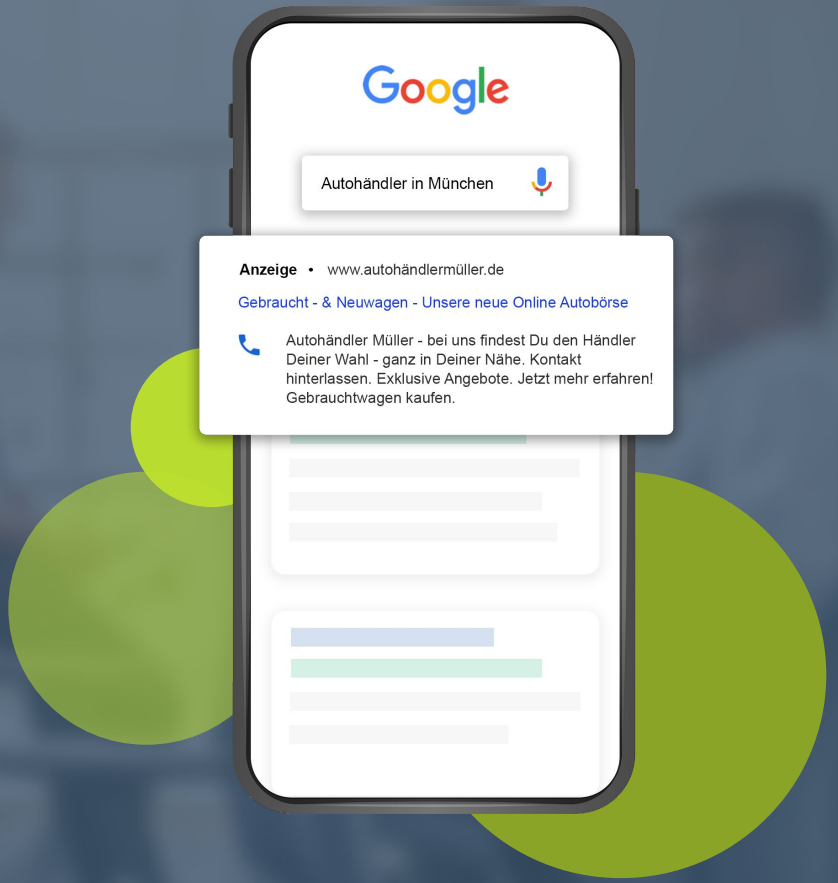
Quellen	Calls
LinkedIn	38
Facebook	41
YouTube	10
Instagram	29

What does web data tell me?

Example C:

Car dealer Müller pays for a Google Ads advertisement.

However, they cannot see which and how many calls were generated by each campaign.



WHAT DOES WEB DATA TELL ME?

Example C - Solution:

Dynamic tracking: evaluating a Google Ads advertisement

Sources	Calls
Callers via a Google Ads advertisement	**22**
Callers not via a Google Ads advertisement	**45**

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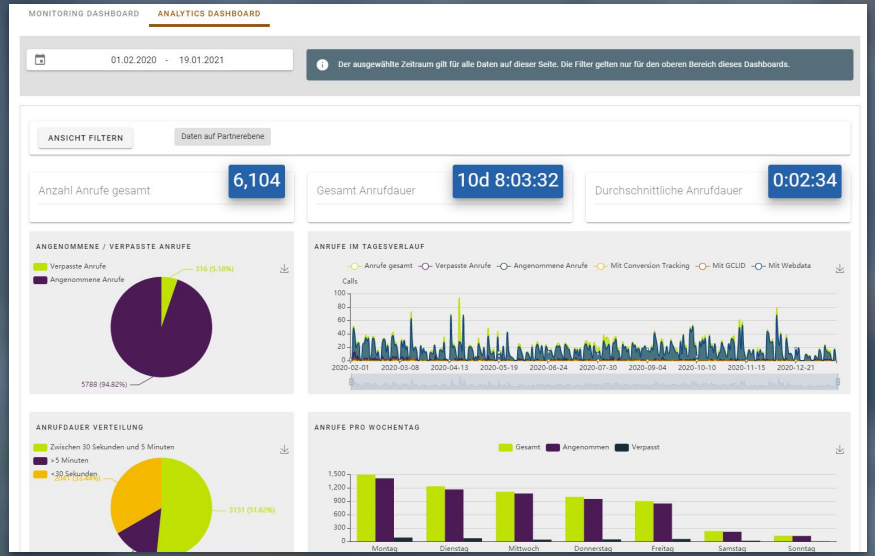
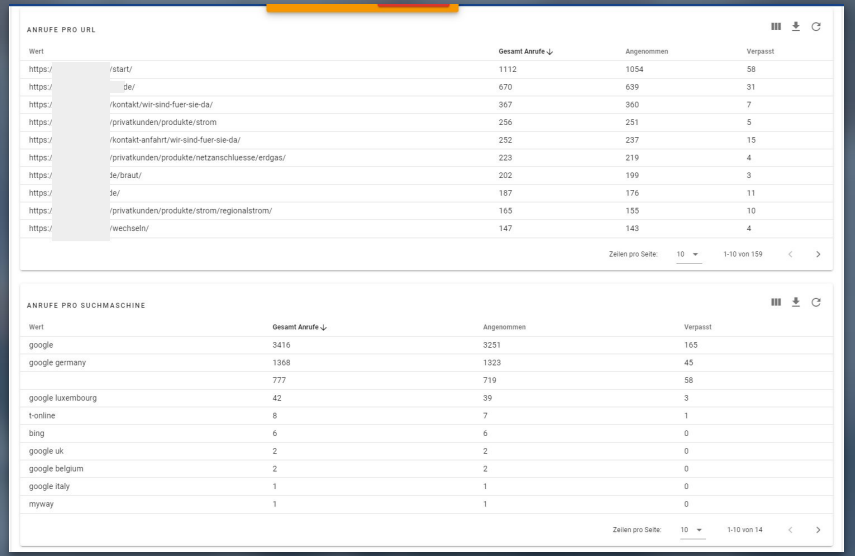
EVALUATION - WHERE DO I SEE MY DATA?

Evaluation in the matelso Control Panel

Dashboard:





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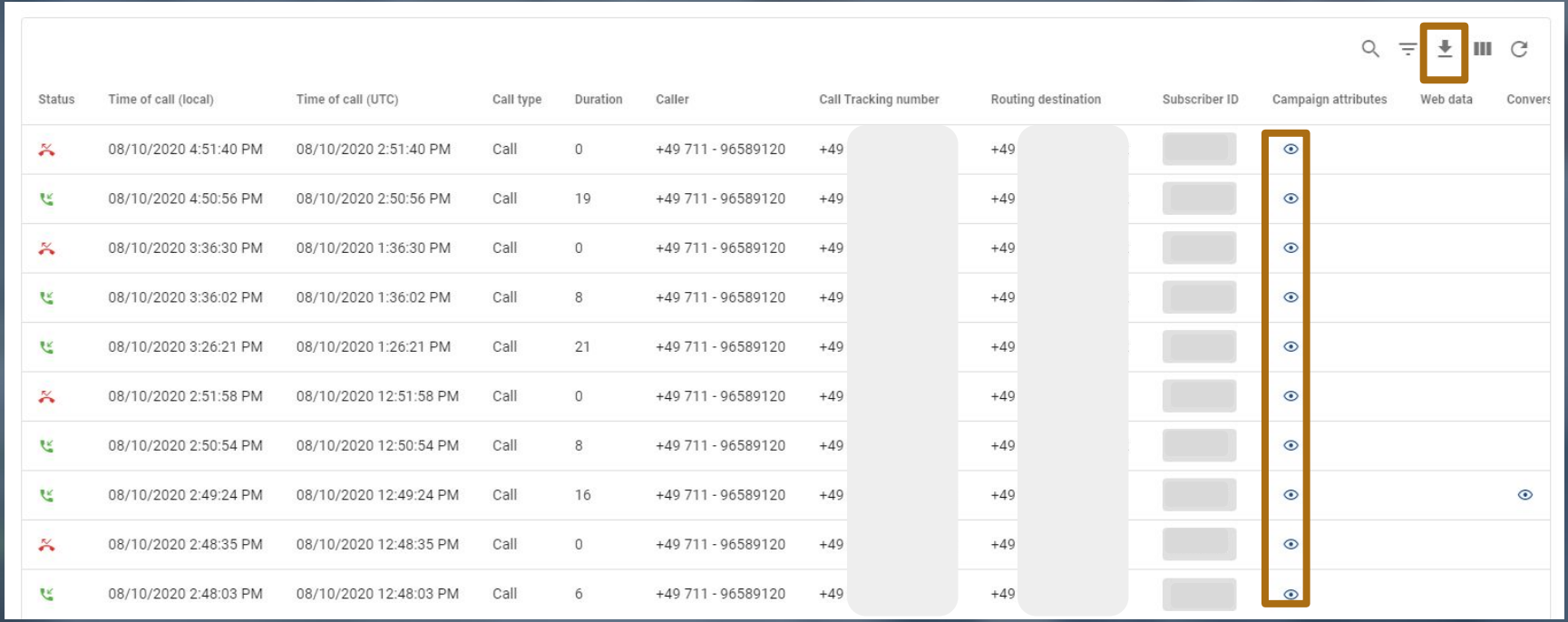
EVALUATION - WHERE DO I SEE MY DATA?

Evaluation in the matelso Control Panel



Status	Time of call (local)	Time of call (UTC)	Call type	Duration	Caller	Call Tracking number	Routing destination	Subscriber ID	Campaign attributes	Web data	Convers
	08/10/2020 4:51:40 PM	08/10/2020 2:51:40 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 4:50:56 PM	08/10/2020 2:50:56 PM	Call	19	+49 711 - 96589120	+49	+49				
	08/10/2020 3:36:30 PM	08/10/2020 1:36:30 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 3:36:02 PM	08/10/2020 1:36:02 PM	Call	8	+49 711 - 96589120	+49	+49				
	08/10/2020 3:26:21 PM	08/10/2020 1:26:21 PM	Call	21	+49 711 - 96589120	+49	+49				
	08/10/2020 2:51:58 PM	08/10/2020 12:51:58 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 2:50:54 PM	08/10/2020 12:50:54 PM	Call	8	+49 711 - 96589120	+49	+49				
	08/10/2020 2:49:24 PM	08/10/2020 12:49:24 PM	Call	16	+49 711 - 96589120	+49	+49				
	08/10/2020 2:48:35 PM	08/10/2020 12:48:35 PM	Call	0	+49 711 - 96589120	+49	+49				
	08/10/2020 2:48:03 PM	08/10/2020 12:48:03 PM	Call	6	+49 711 - 96589120	+49	+49				

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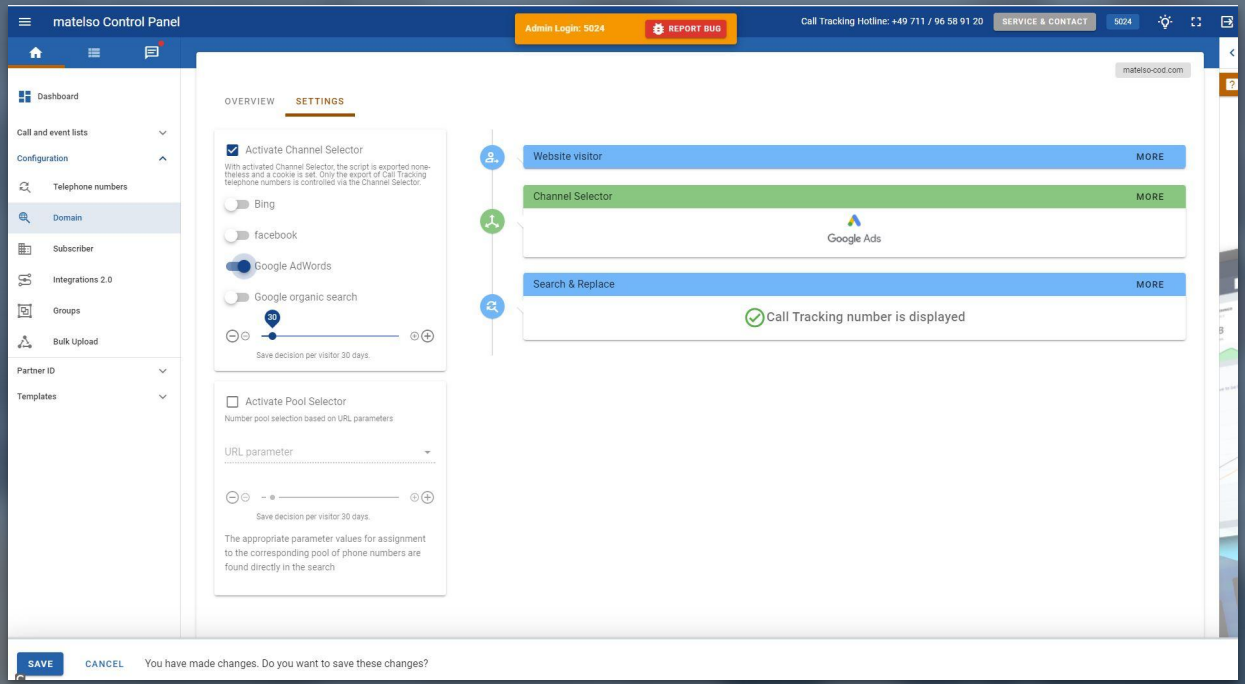
WHAT IF I ONLY WANT TO EVALUATE THE ADS CHANNEL?



Customer requirements:

Real estate agent

A real estate agent wants to evaluate his website at customer journey level. He uses Google Analytics for evaluation purposes. He also uses Google Ads call extensions and regularly sends newsletters, which he wants to include in the evaluation. He has around 5000 unique visitors to his website each month.

What could the customer be offered?

- With 5000 unique visitors/month, we recommend a pool of 100 for the website.
- The customer also needs our Search & Replace script for the website and a push configuration for Google Analytics.
- In addition, the customer can use single-number pools for the call extension and the newsletter. For this, the sources are known and call reports can be used. ●

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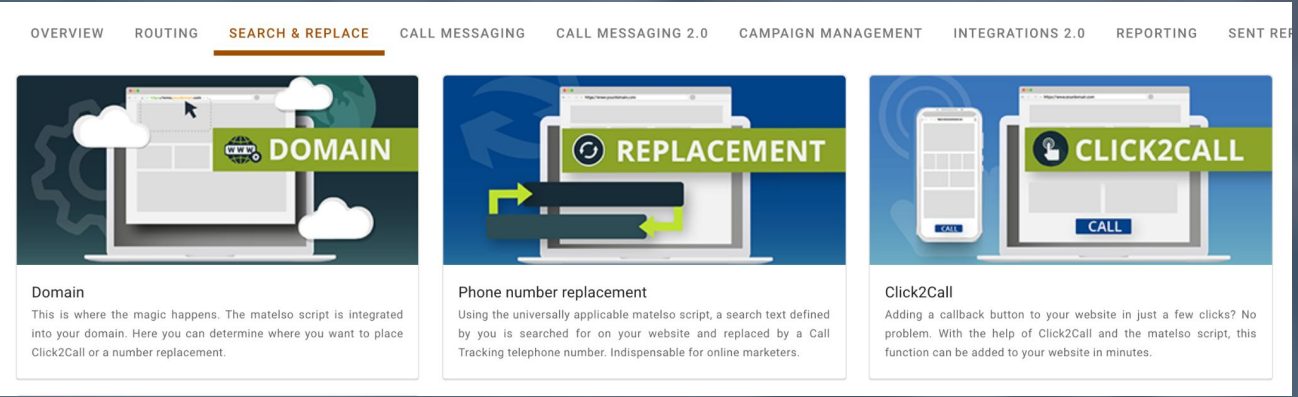
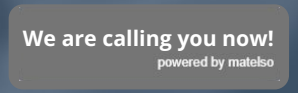
CONFIGURE S&R

Here, you can configure the script that dynamically displays the pool on your website





More information:

matelso Knowledge Base: How is Search & Replace configured?

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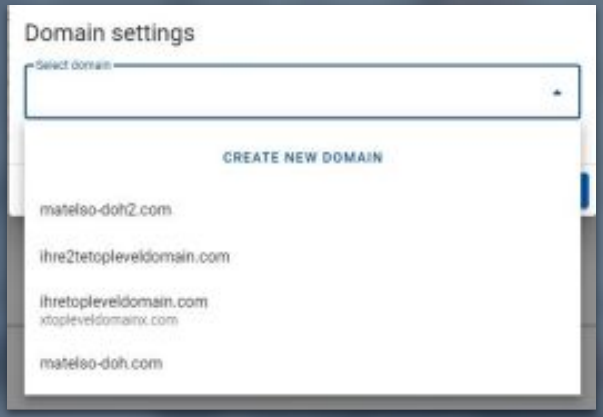
CONFIGURE S&R

Create or select the domain



Tip:

Have you got a dynamic pool that needs to be displayed on two or more domains? Use the alias function.

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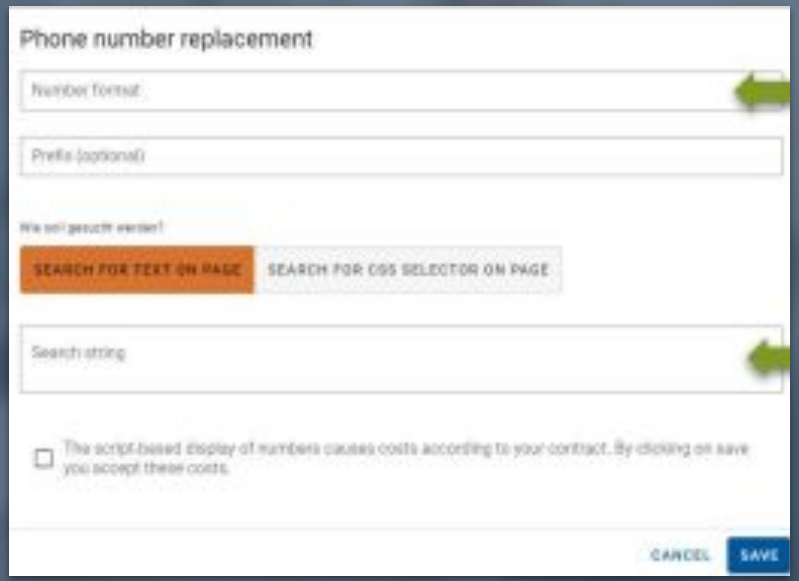
CONFIGURE S&R

Create or select the domain



Telephone number format:
Format in which the Call Tracking telephone number is to be displayed.

Example +49 6301 323232 or 06301 323 232

Search text:
The content to be replaced by the Call Tracking telephone number, usually the forwarding destination. Several search texts can be stored.

Example: The hotline number 040 891892893 is displayed on your website, and it needs to be replaced by the Call Tracking number. Search text = 040 891892893

Please note!

We work with exact matches.
040 891892893 is not the same search text as 040-91892893

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ADDING THE S&R SCRIPT TO YOUR WEBSITE

Where do I find the script?

1. Directly in the Control Panel
2. Via the Google Tag Manager – Community templates

More information:

matelso Knowledge Base: Where can I find the matelso script for my website?

How do you add the script to your website?

1. Set the code snippet before your page's closing head tag.
2. Google Tag Manager – New tag – User-defined HTML or matelso template

More information:

matelso Knowledge Base: Inbound calls with Google Tag Manager

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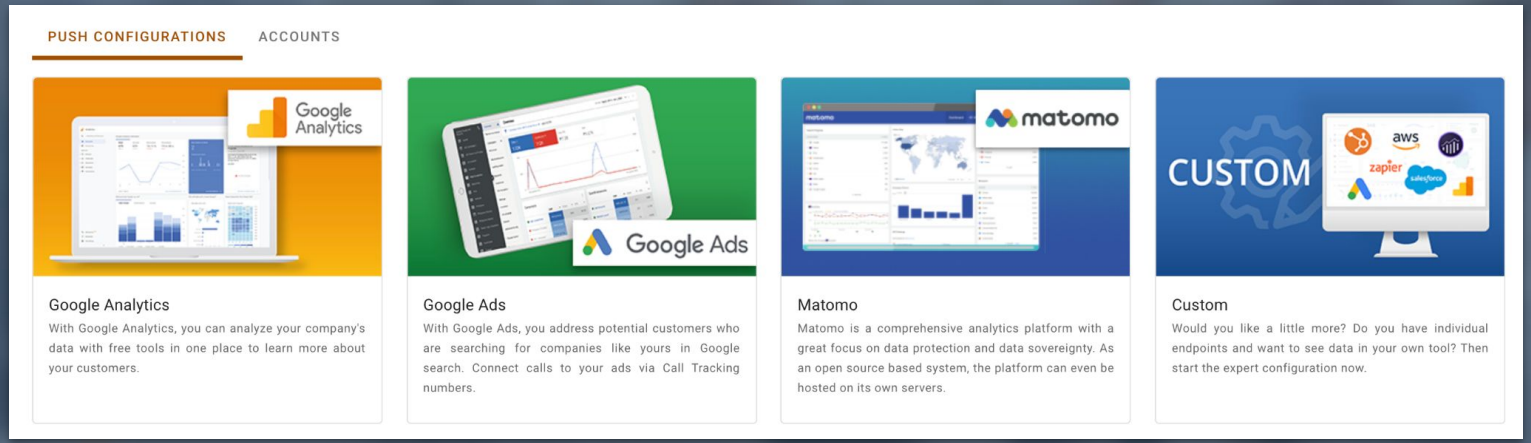
EVALUATION - WHERE DO I SEE MY DATA

Evaluation via other analysis tools – via Integration 2.0:



More Information:

matelso Knowledge Base: Integrationen

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Customer requirements:

Doctor

A doctor wants to know exactly how many new patients he has acquired via the call extension.

What could the customer be offered?

- He could use matelso Conversion Tracking and have the call evaluated by his employees after it has ended to obtain this information.

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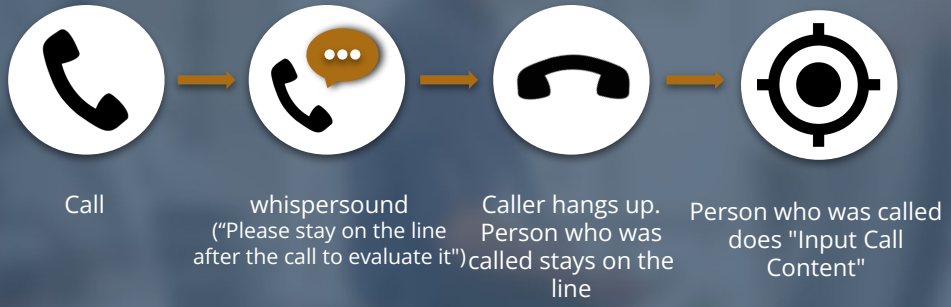
CONVERSION TRACKING

How about adding even more info to calls?

➡ **Conversion Tracking**



What do I need to know in order to do this?

Please make sure your employees know how important it is to submit the evaluation after the call. If they do not do this, you will not receive any meaningful data.

matelso Knowledge Base: Conversion Tracking

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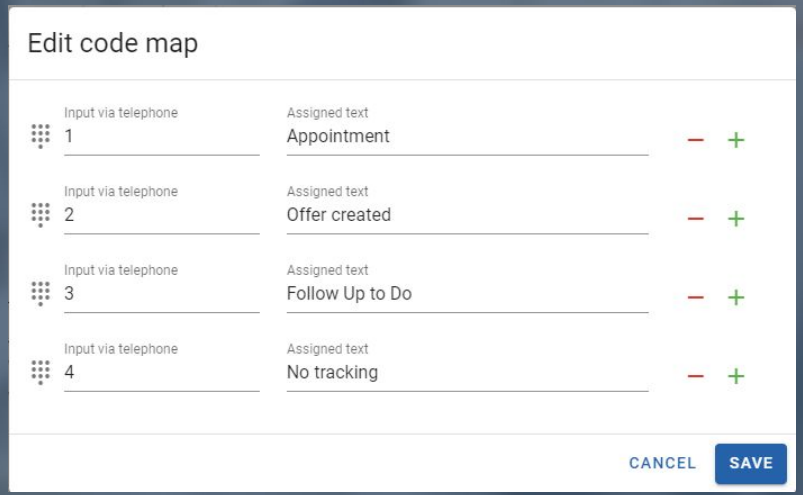
CONVERSION TRACKING

The campaigns that have performed best will be analyzed again using Conversion Tracking.

Input Call Content



matelso Knowledge Base: Conversion Tracking

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EVALUATION AND RESULTS

Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	1
Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	1
Angenommen	03.12.2020 1:	16	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	1
Angenommen	03.12.2020 1:	15	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	1
Angenommen	03.12.2020 1:	17	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	1
Angenommen	03.12.2020 1:	17	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	2
Angenommen	03.12.2020 1:	22	Stuttgart	+49 711-9658	+49 711-9757	+49 711-2184	538318	matelso/ We	Call_Content	2

- 5 x Book Appointment
- 2 x No follow-up

Very positive!
Good rate of appointments

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Customer requirements:

Car dealership

A car dealership wants to forward its callers directly to the relevant department for their inquiry.

- New car sales
- Used car sales
- Workshop appointment booking
- Other

What could the customer be offered?

- matelso IVR

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IVR

1 New car sale → Routing destination 1

2 Used car sale → Routing destination 2

3 Workshop appointment → Routing destination 3

4 Other → Routing destination 4

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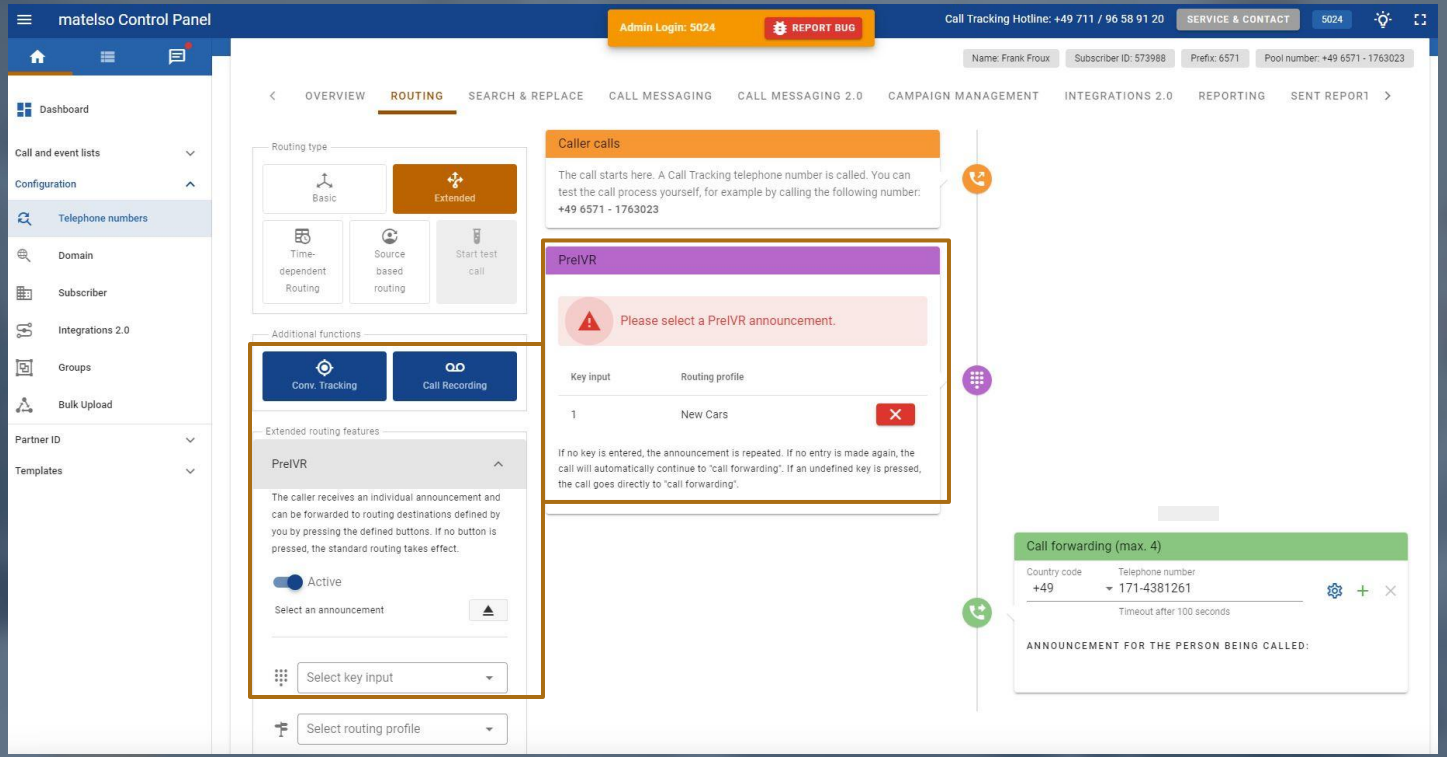
matelso Control Panel
Admin Login: 5024
REPORT BUG
Call Tracking Hotline: +49 711 / 96 58 91 20
SERVICE & CONTACT
5024
Name: Frank Froux
Subscriber ID: 573988
Prefix: 6571
Pool number: +49 6571 - 1763023
OVERVIEW
ROUTING
SEARCH & REPLACE
CALL MESSAGING
CALL MESSAGING 2.0
CAMPAIGN MANAGEMENT
INTEGRATIONS 2.0
REPORTING
SENT REPORT
Dashboard
Call and event lists
Configuration
Telephone numbers
Domain
Subscriber
Integrations 2.0
Groups
Bulk Upload
Partner ID
Templates
Routing type
Basic
Extended
Time-dependent Routing
Source based routing
Start test call
Additional functions
Conv. Tracking
Call Recording
Extended routing features
PreIVR
The caller receives an individual announcement and can be forwarded to routing destinations defined by you by pressing the defined buttons. If no button is pressed, the standard routing takes effect.
Active
Select an announcement
Select key input
Select routing profile
Caller calls
The call starts here. A Call Tracking telephone number is called. You can test the call process yourself, for example by calling the following number: +49 6571 - 1763023
PreIVR
Please select a PreIVR announcement.
Key input
Routing profile
1
New Cars
If no key is entered, the announcement is repeated. If no entry is made again, the call will automatically continue to "call forwarding". If an undefined key is pressed, the call goes directly to "call forwarding".
Call forwarding (max. 4)
Country code
+49
Telephone number
171-4381261
Timeout after 100 seconds
ANNOUNCEMENT FOR THE PERSON BEING CALLED:

FAQ

Agency FAQs to matelso? !

What is a better way to evaluate the invoice?	Invoice report
How can a customer retrospectively review his call connection quality?	EVN report
How do I access an overview of all configurations in my Control Panel?	Configuration report
Where can I see a direct overview of my data?	In the Control Panel dashboard
Where can I find my prices?	In the contract
Where can I see the countries where I can already book telephone numbers?	In the Control Panel under "Book telephone numbers"
Can I give my customers their own login for my reseller account?	No, that's not possible for data protection reasons. Then the customer would be able to see other customer data as well

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