Call Tracking Webinar | Speaker: **Matthias Sinz**

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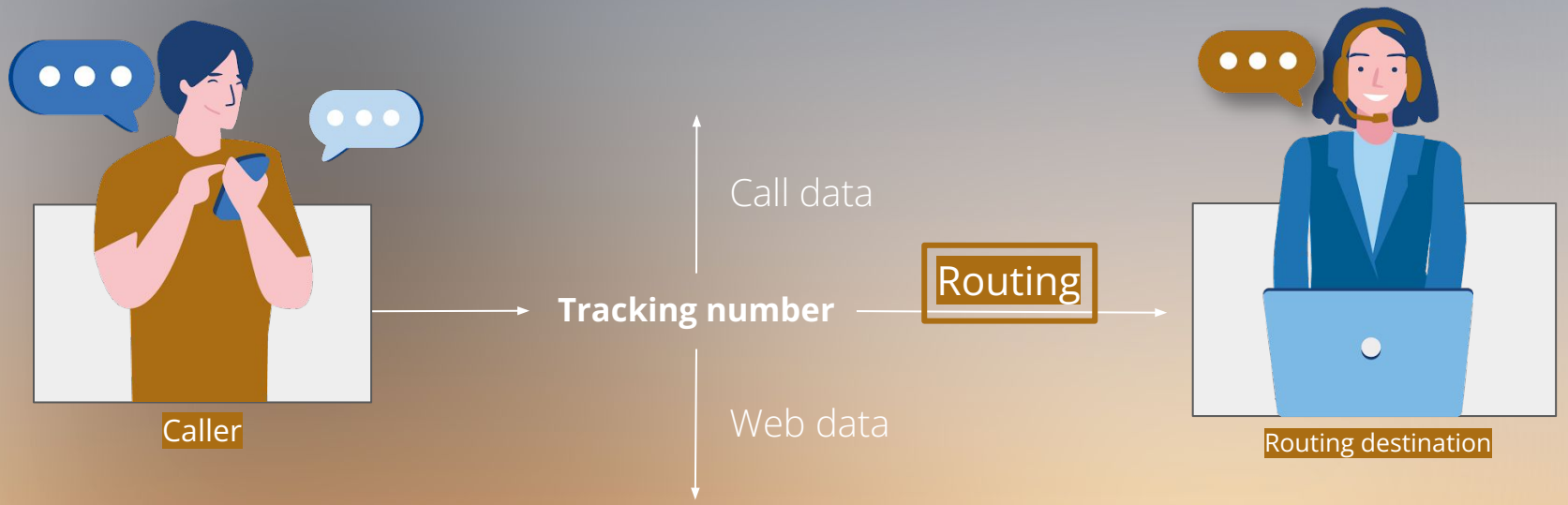
SMART SOLUTIONS FOR CLEVER MARKETING

Call Routing

Discover what's possible

AGENDA

- Difference Basic & Extended Routing
- Routing cascade
- Interactive Voice Response
- Basics
- Answering machine & Callback request
- Whisper sound & Welcome Announcement
- Time Based Routing
- Source Based Routing
- Call Recording


Call data
Tracking number
Routing
Web data
Caller
Routing destination

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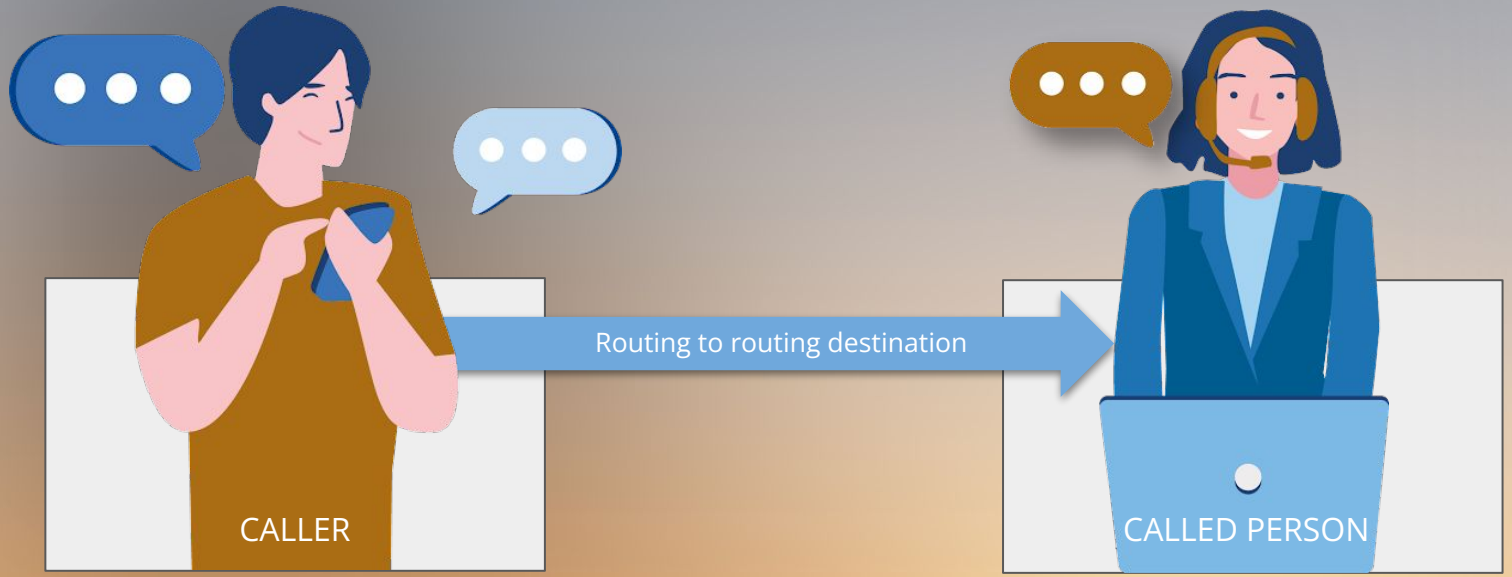
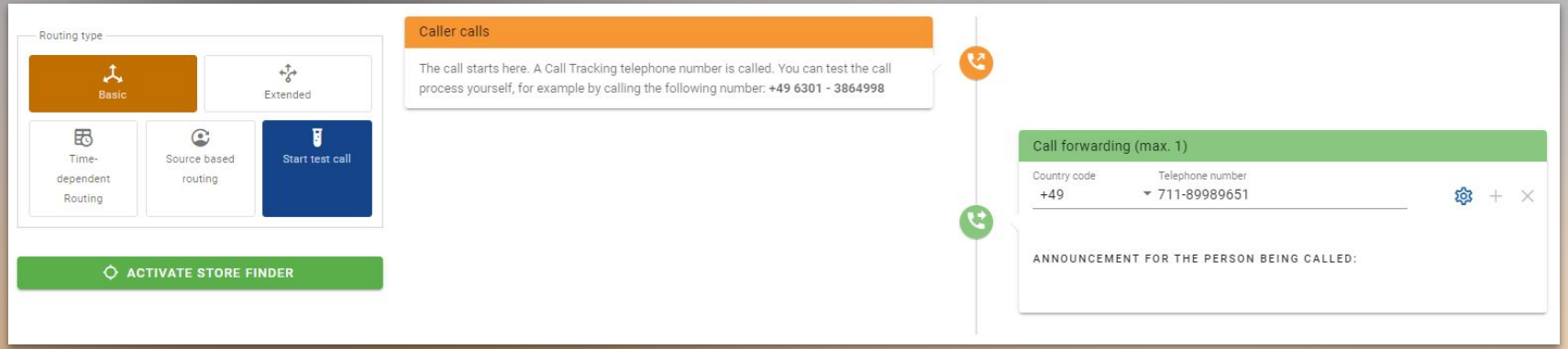
BASIC + EXTENDED
ROUTING

BASIC ROUTING

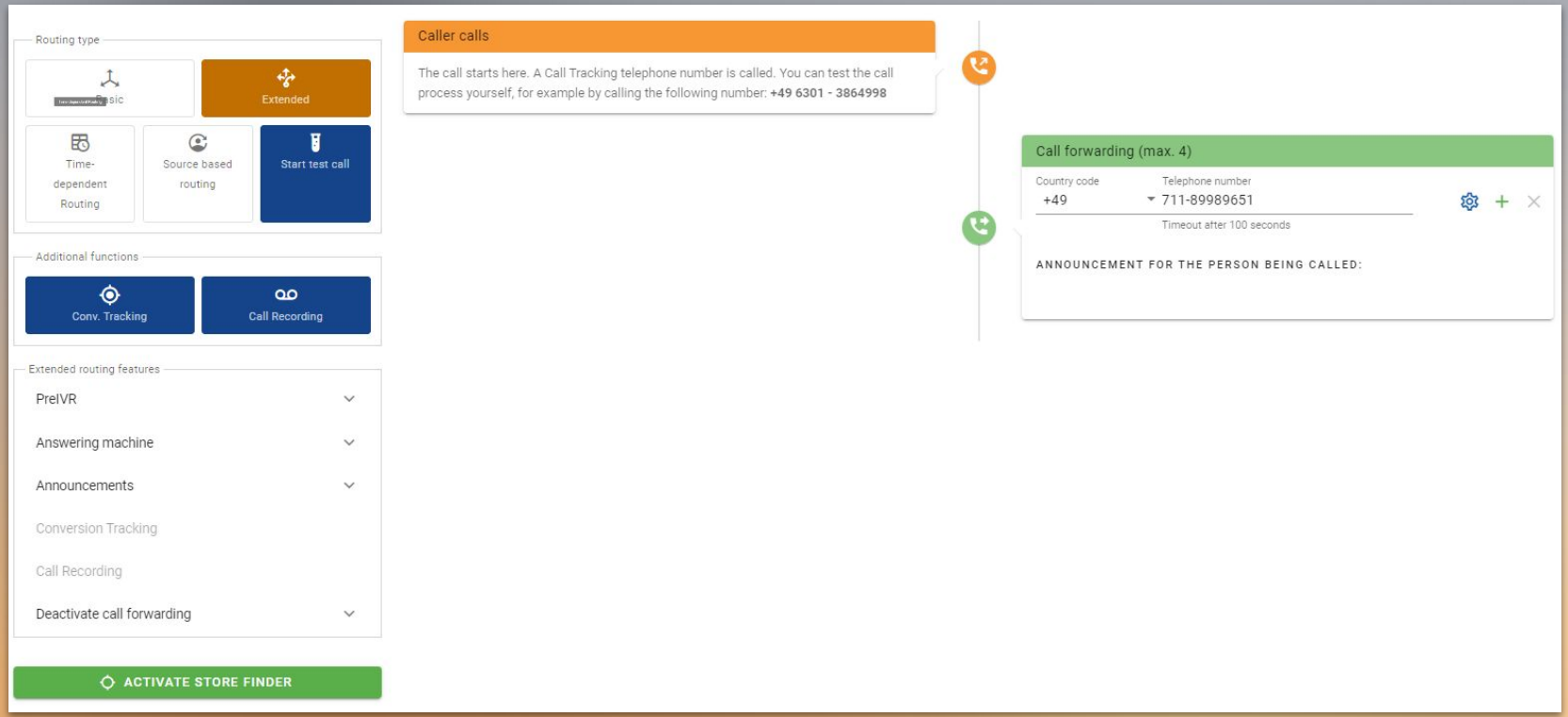


BASIC ROUTING



EXTENDED ROUTING

EXTENDED ROUTING



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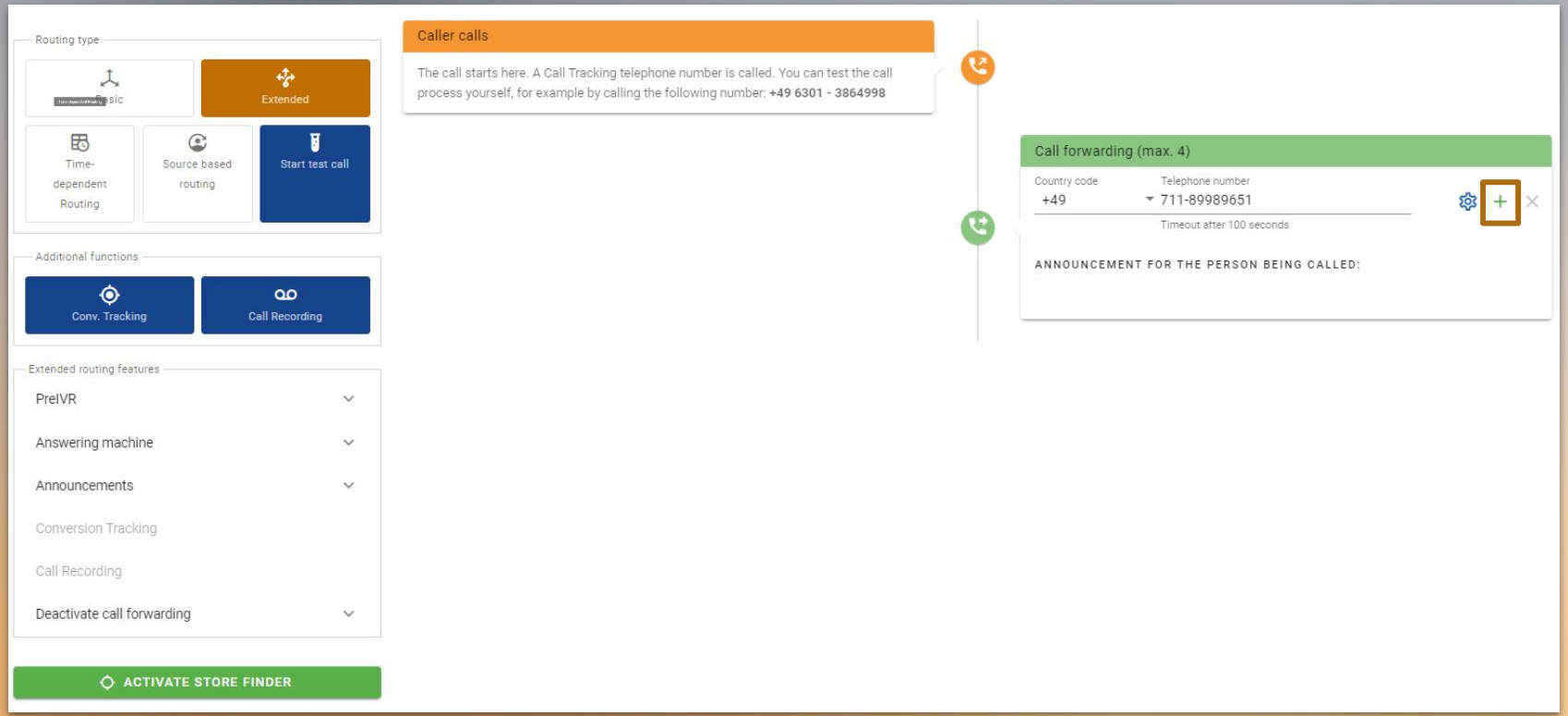
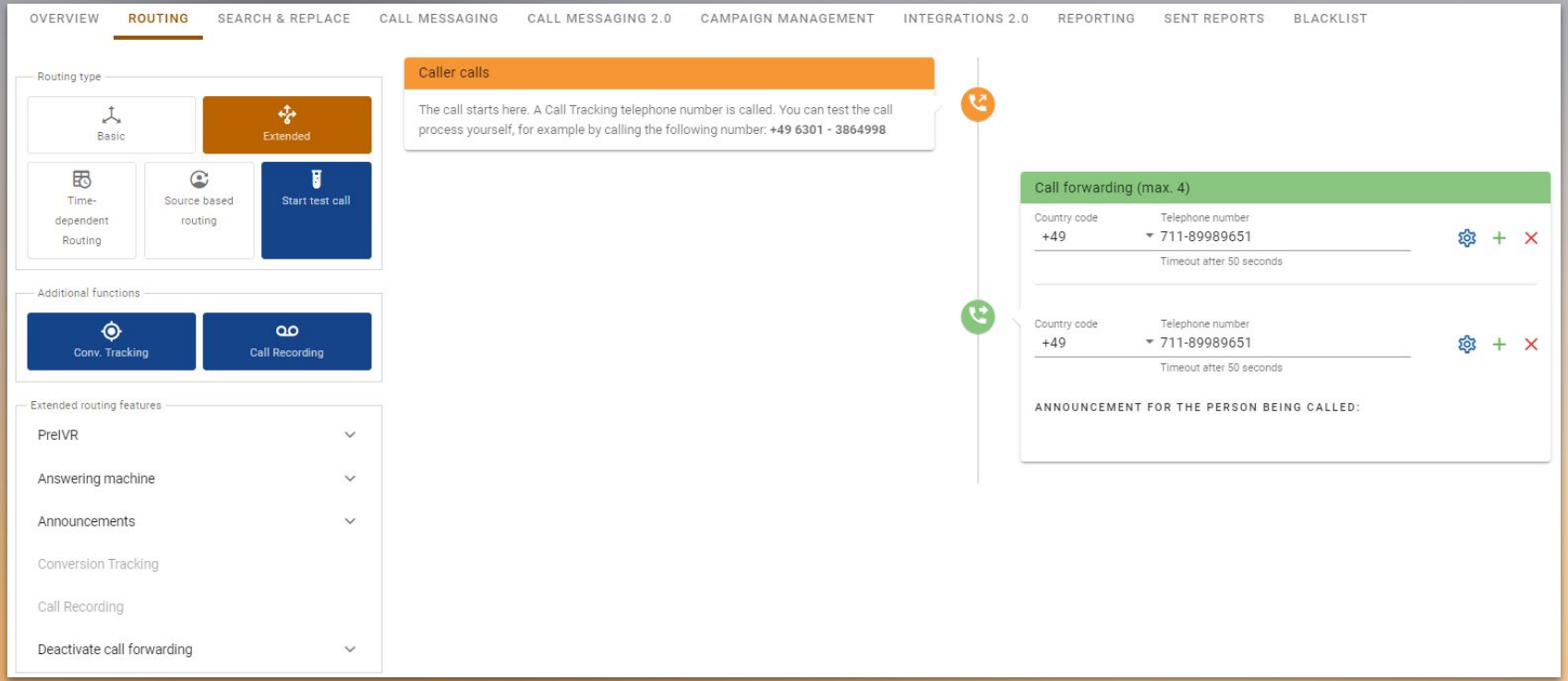
ROUTING CASCADE

EXTENDED ROUTING



EXTENDED ROUTING



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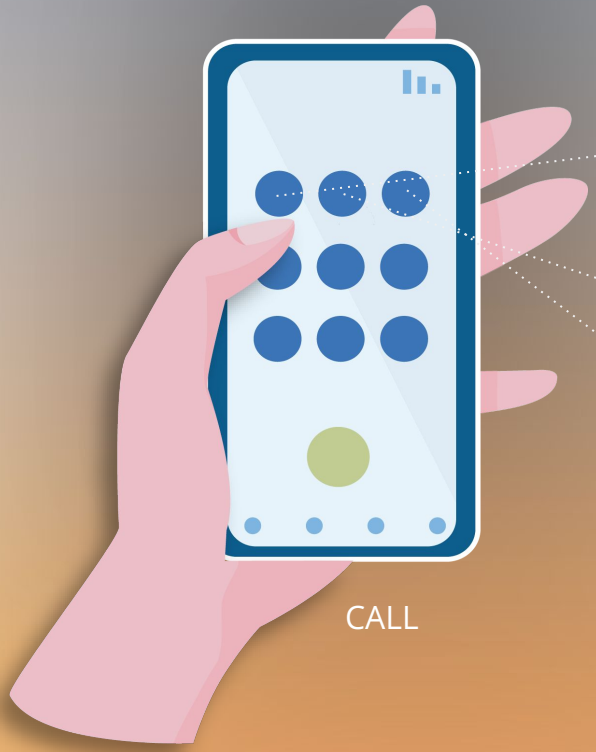
INTERACTIVE VOICE
RESPONSE

INTERACTIVE VOICE RESPONSE



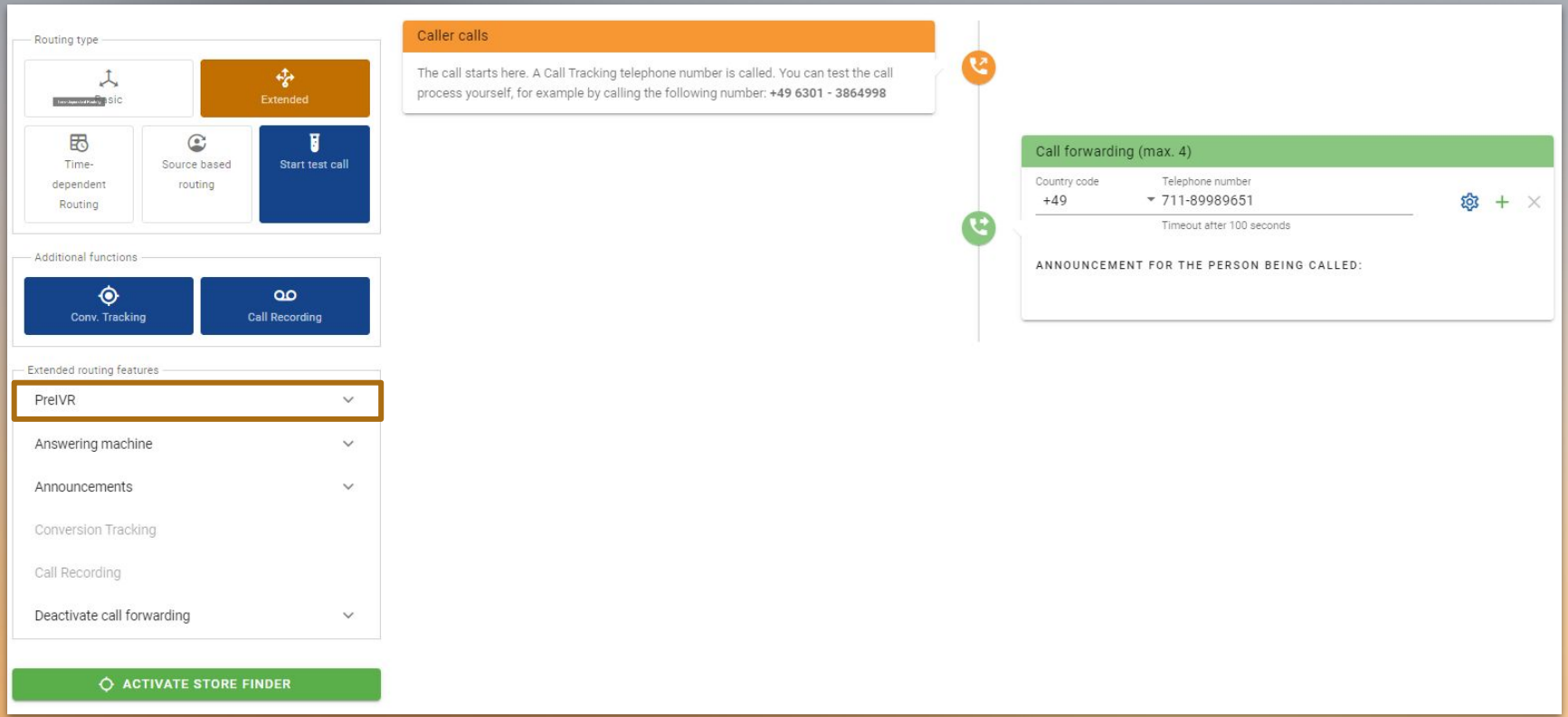
CALL

1 Service + book appointment → Routing destination **1**

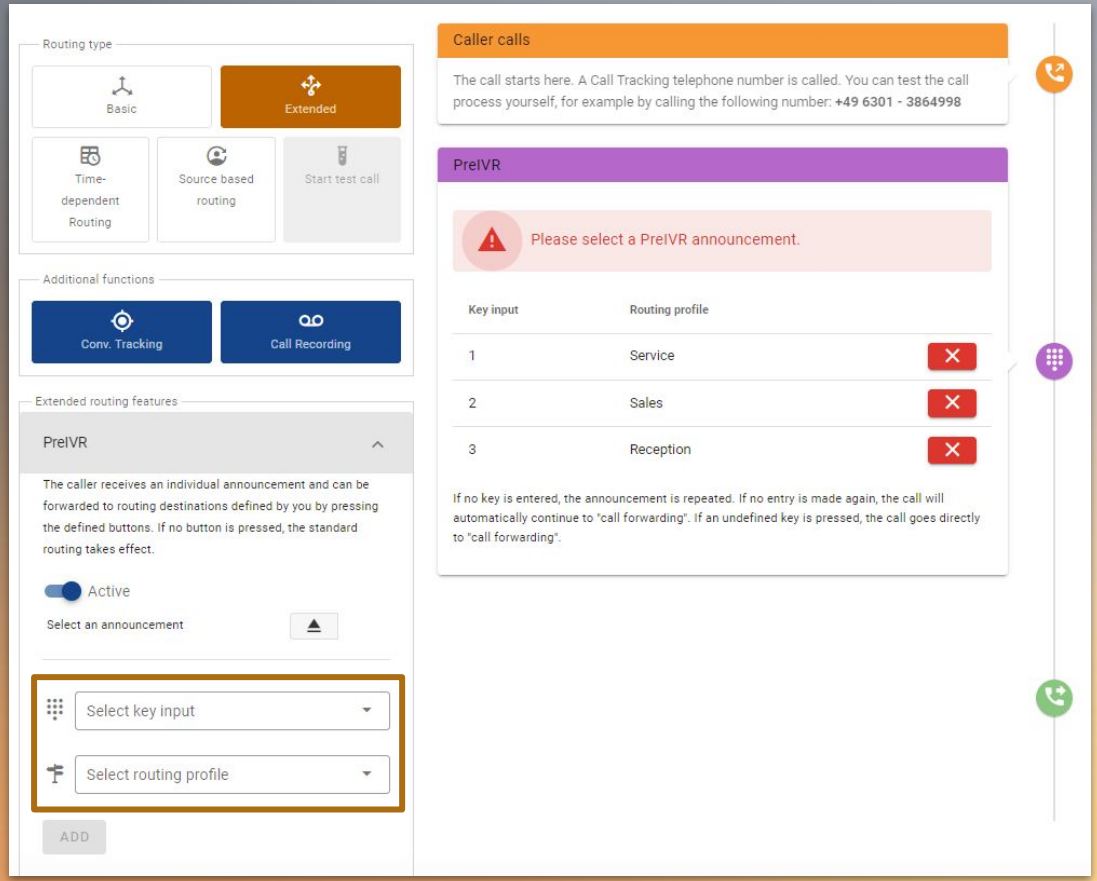
2 Sales → Routing destination **2**

3 Other → Routing destination **3**

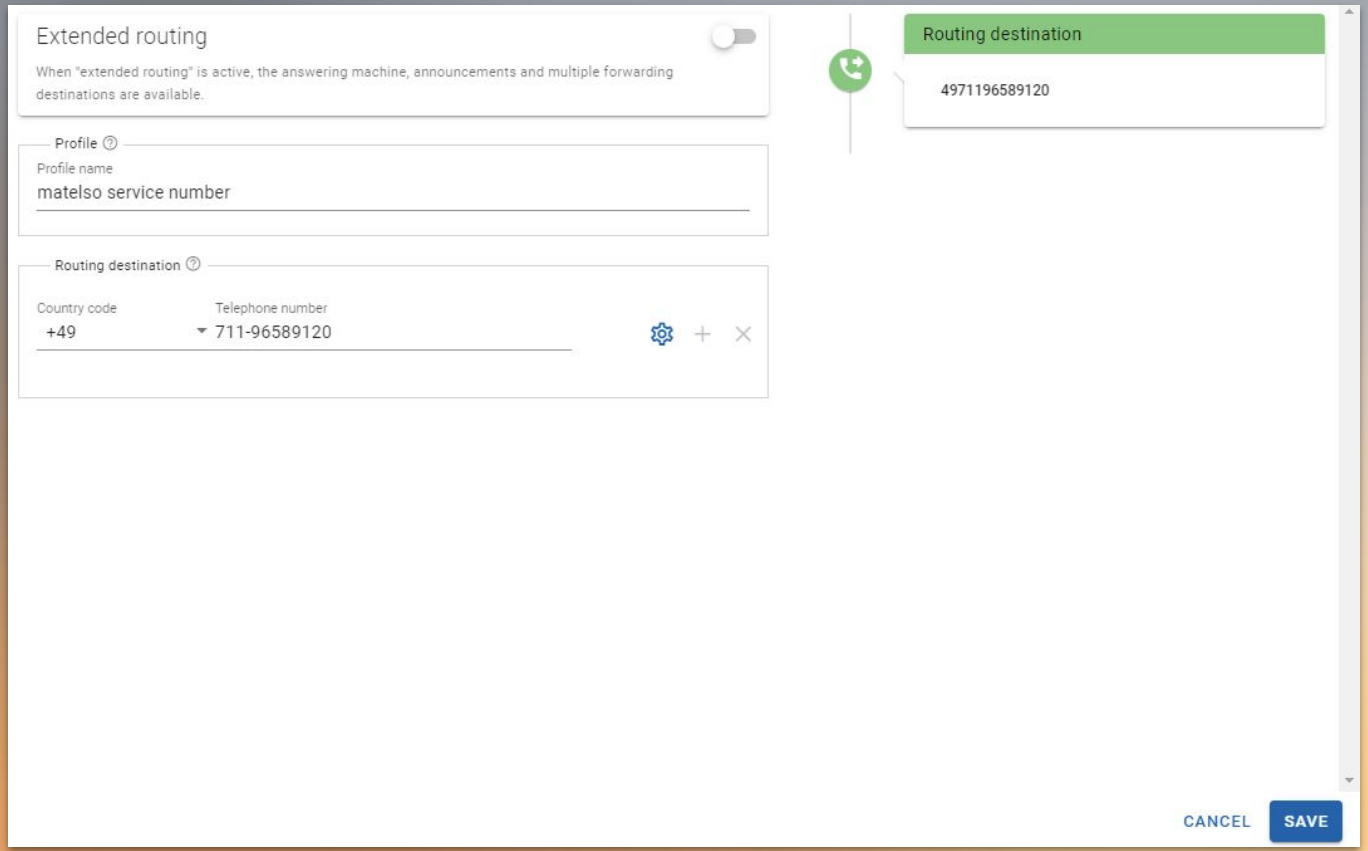
EXTENDED ROUTING



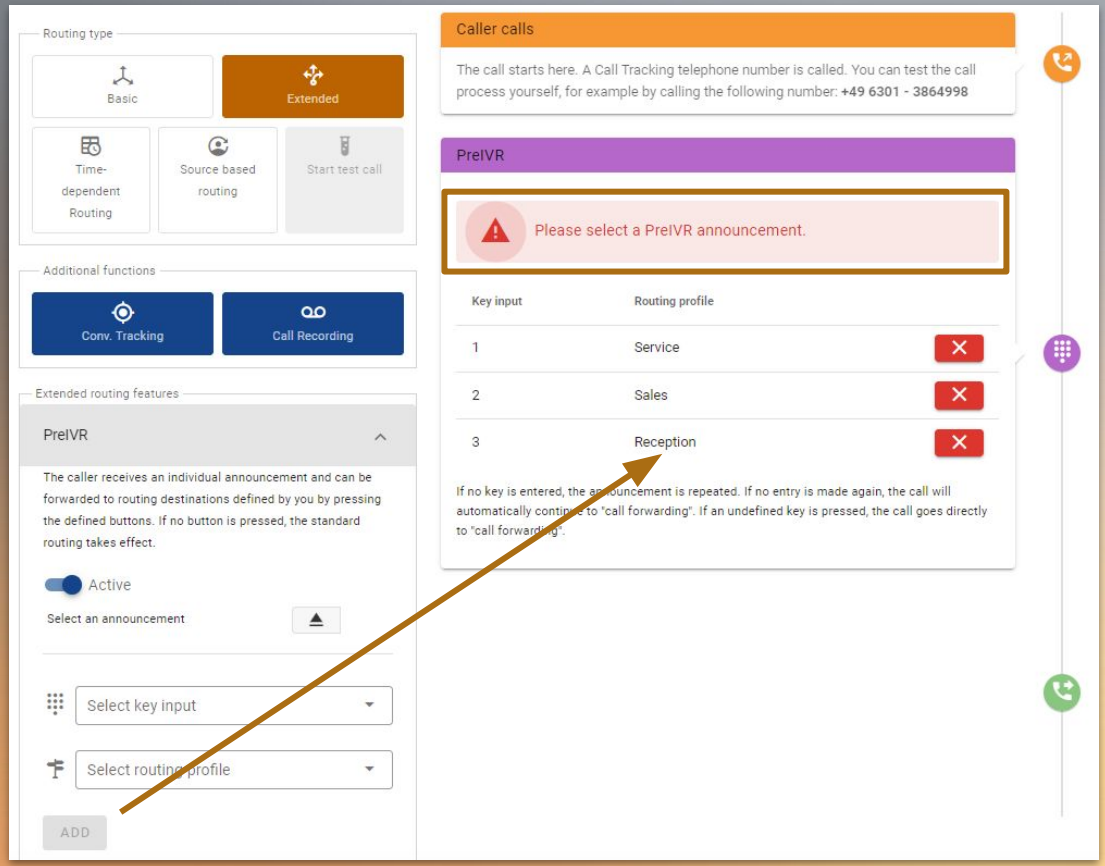
INTERACTIVE VOICE RESPONSE



INTERACTIVE VOICE RESPONSE



INTERACTIVE VOICE RESPONSE



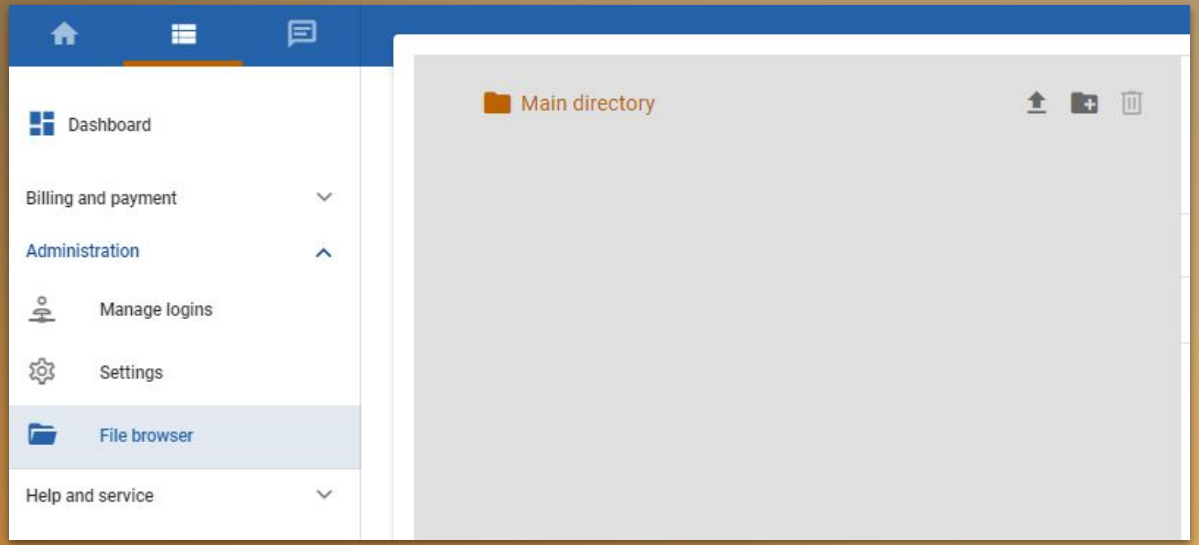
BASICS

>> I would like to use my own sound files to customize the announcements.

1. Where do I manage the sound files in the control panel?
2. In which format should the files be stored?
3. Select the correct file!

BASICS

1 Where do I manage the sound files in the control panel?
In the **Control Panel** passive tab > **Administration** > **File Browser**



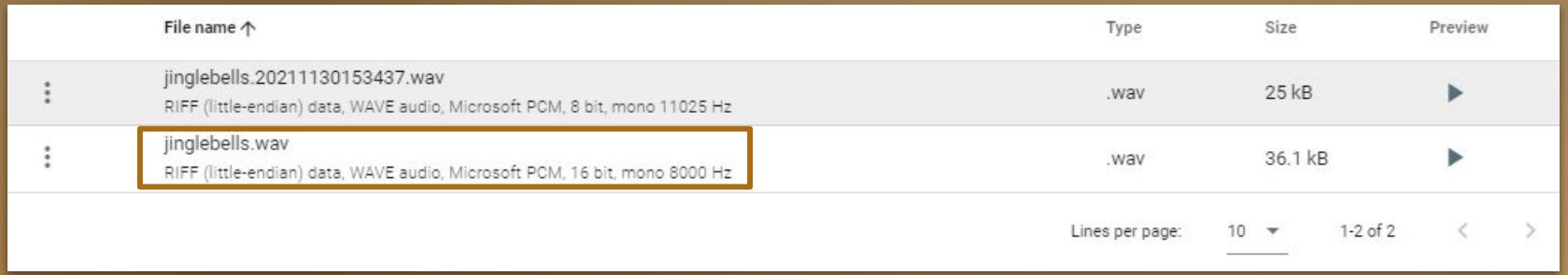
! Read more in the Knowledge Base | **File browser**

BASICS

2 In which format should the files be stored?
As a .wav file - 16 bit 8 Khz mono

BASICS

3 Select the correct file!



! **Tip**: Delete old files

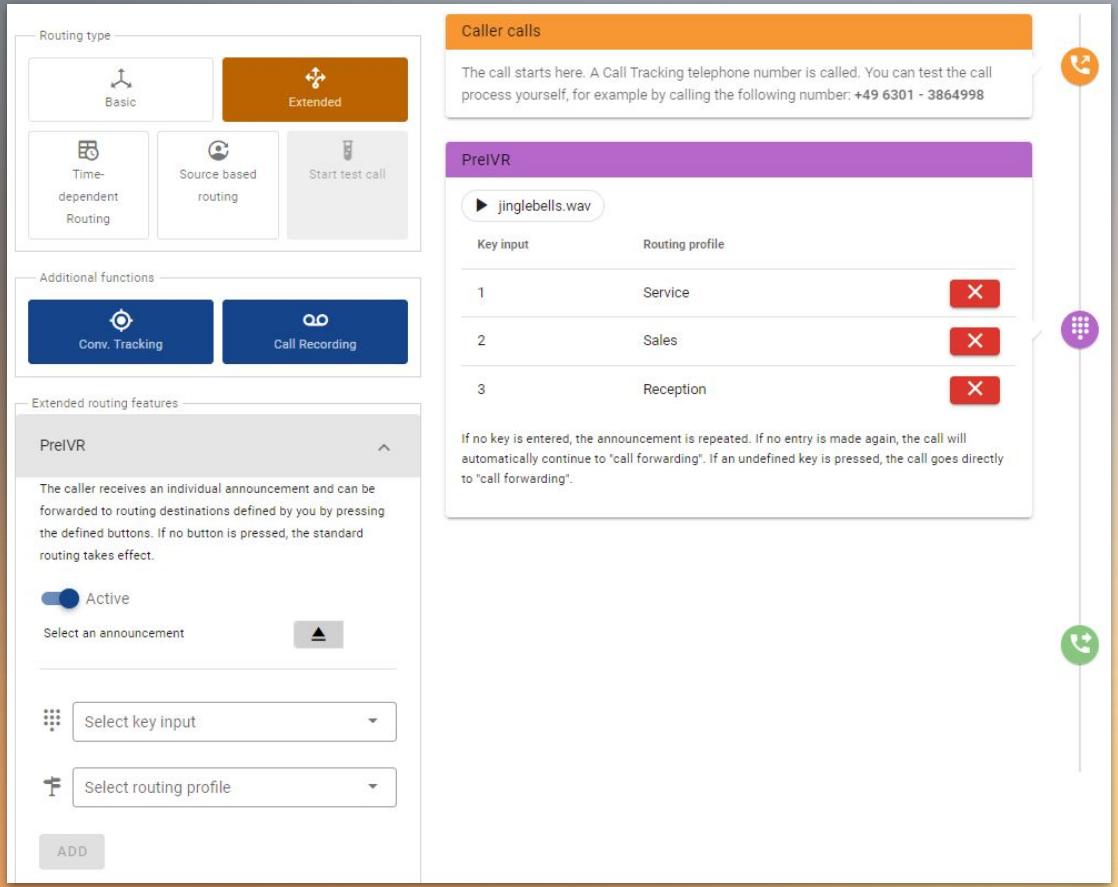
BASICS

I would like to use my own sound files to customize the announcements

- Where do I manage the sound files in the control panel?
  In the Control Panel passive tab > Administration > File Browser
- In which format should the files be stored?
  The files must be in the right format:
  -> .wav File. Optimal file format: 16bit 8Khz mono
- Can I adapt the wav file in the Control Panel?
  -> Yes, please do. The file can be adapted immediately after uploading it:

! Read more in the Knowledge Base | **File browser**

INTERACTIVE VOICE RESPONSE



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ANSWERING MACHINE &
CALLBACK REQUEST

ANSWERING MACHINE (classic)

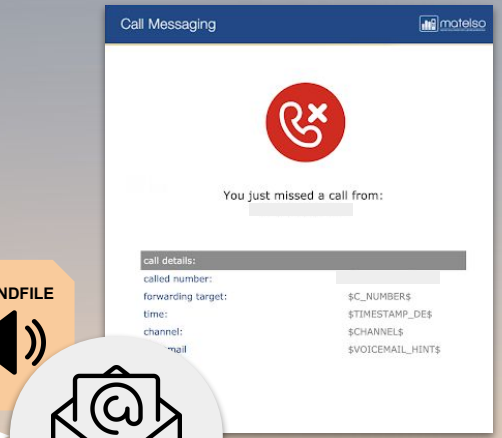
CALLER

"Hello, you are calling outside of our opening hours. Please leave a message with your telephone number and we will call you back."

ANNOUNCEMENT

RECORDING

SOUNDFILE

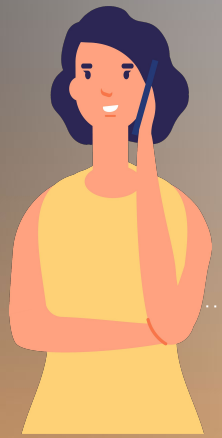


SOUND FILE TO STORED E-MAIL ADDRESS

! Call messaging must be enabled to use mailing

? **Where can I find my recorded messages?**
In the File Browser in the Control Panel

ANSWERING MACHINE (with Announcement)



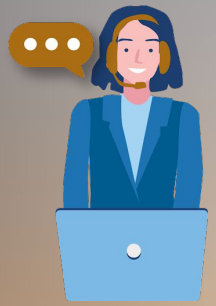
"Hello, you are calling outside of our opening hours. Our opening hours are Monday to Friday, from 8 am to 6 pm."

CALLER

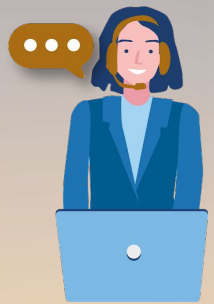
INFO SOUND

I want to always be as reachable as possible. If a caller is routed to Ms. Müller, but Ms. Müller is not available, I would like the call to be routed on again after 50 seconds to Ms. Schmitt. If Ms. Schmitt is also unavailable, the call will be taken by an answering machine, where the caller can leave a message. The message that the caller leaves is forwarded by e-mail to Ms. Müller, as she is the main contact.

Call is routed to Ms. Müller



As Ms. Müller is not available, the call is routed to Ms. Schmitt after 50 seconds.



After a further 50 seconds, the call is routed to the answering machine.

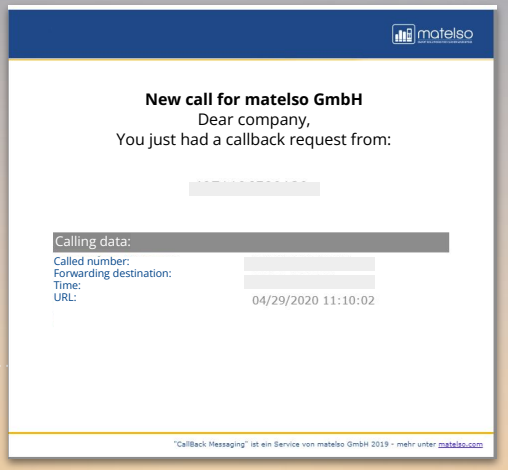
The message left on the machine is forwarded by e-mail.

CALL BACK REQUEST

CALLER

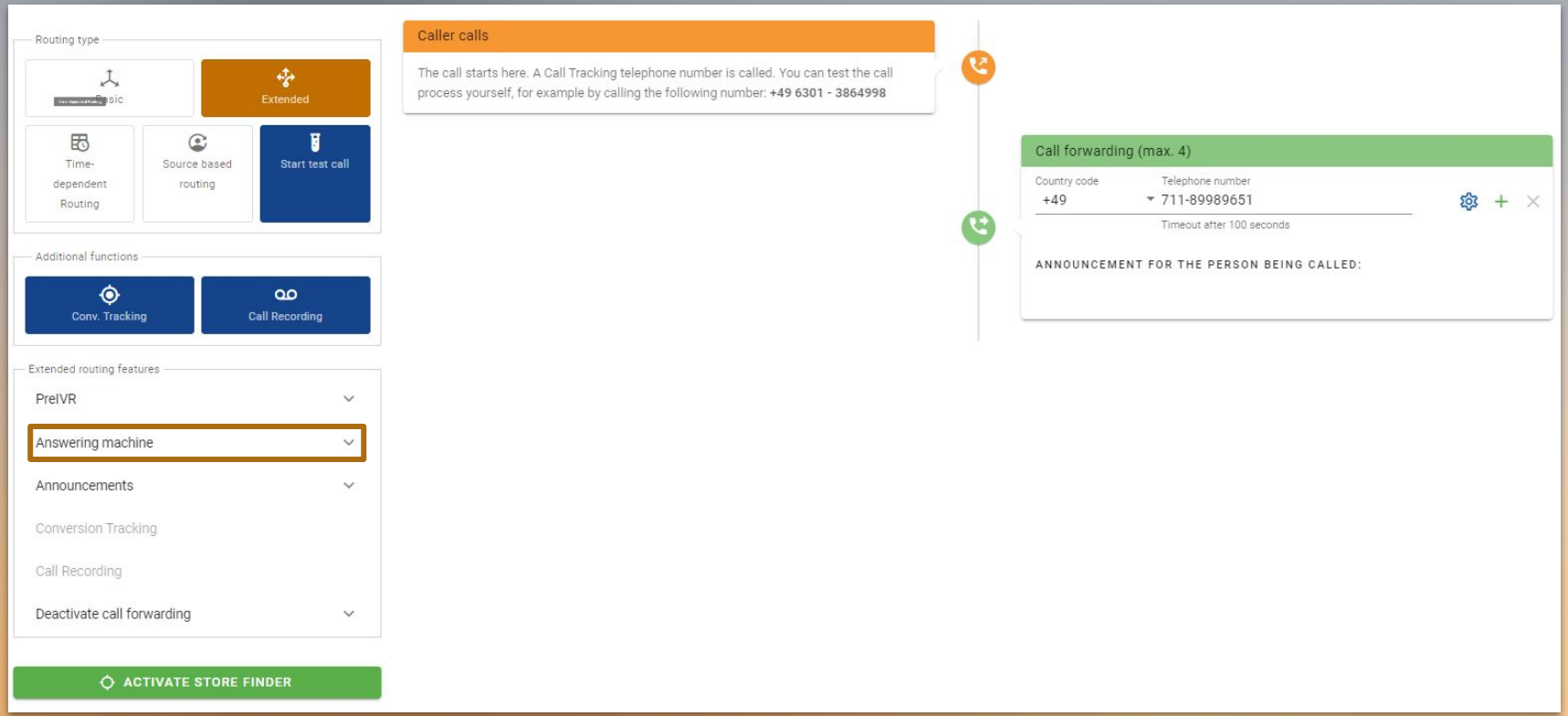
"The called subscriber is currently unavailable. If you would like to leave a callback request, please press 1 now."

ANNOUNCEMENT



CALLBACK REQUEST BY E-MAIL

EXTENDED ROUTING



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WHISPER SOUND &
WELCOME ANNOUNCEMENT

WHISPER SOUND

Initial scenario:

The real estate agent receives a call. He uses matelso single-number pools for various rental properties advertised in a newspaper. Wouldn't it be useful to know which property the caller is interested in in advance?

WHISPER SOUND

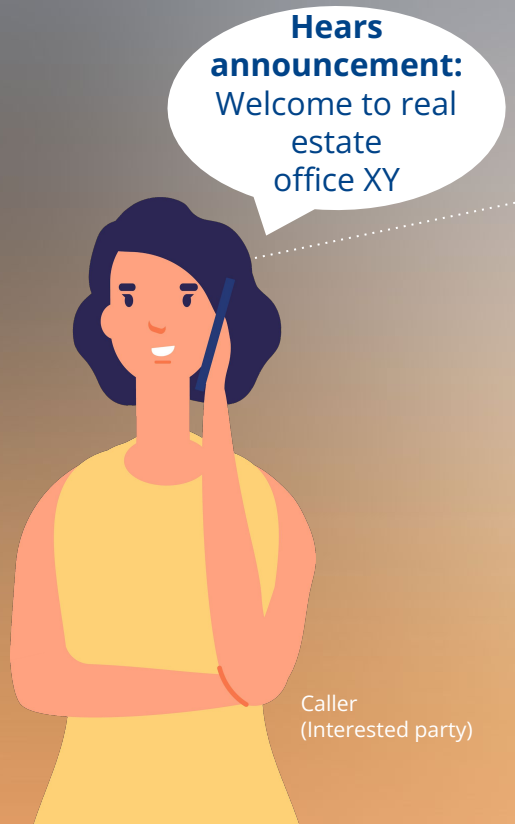
Initial scenario:

A portal uses the Whisper sound as branding to draw the attention of the customer to the fact that the call was generated via the portal.

WELCOME ANNOUNCEMENT

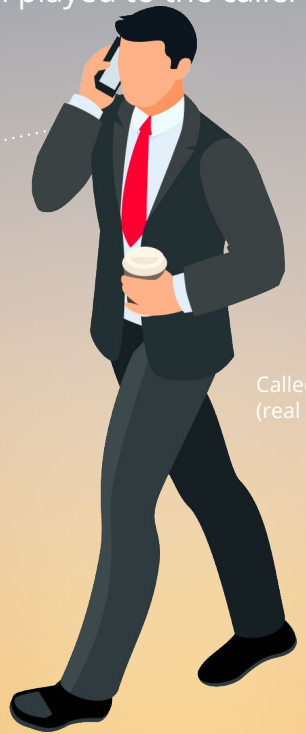
Initial scenario:

The interested party calls about an advert, and is greeted with a welcome message. Good idea, right?



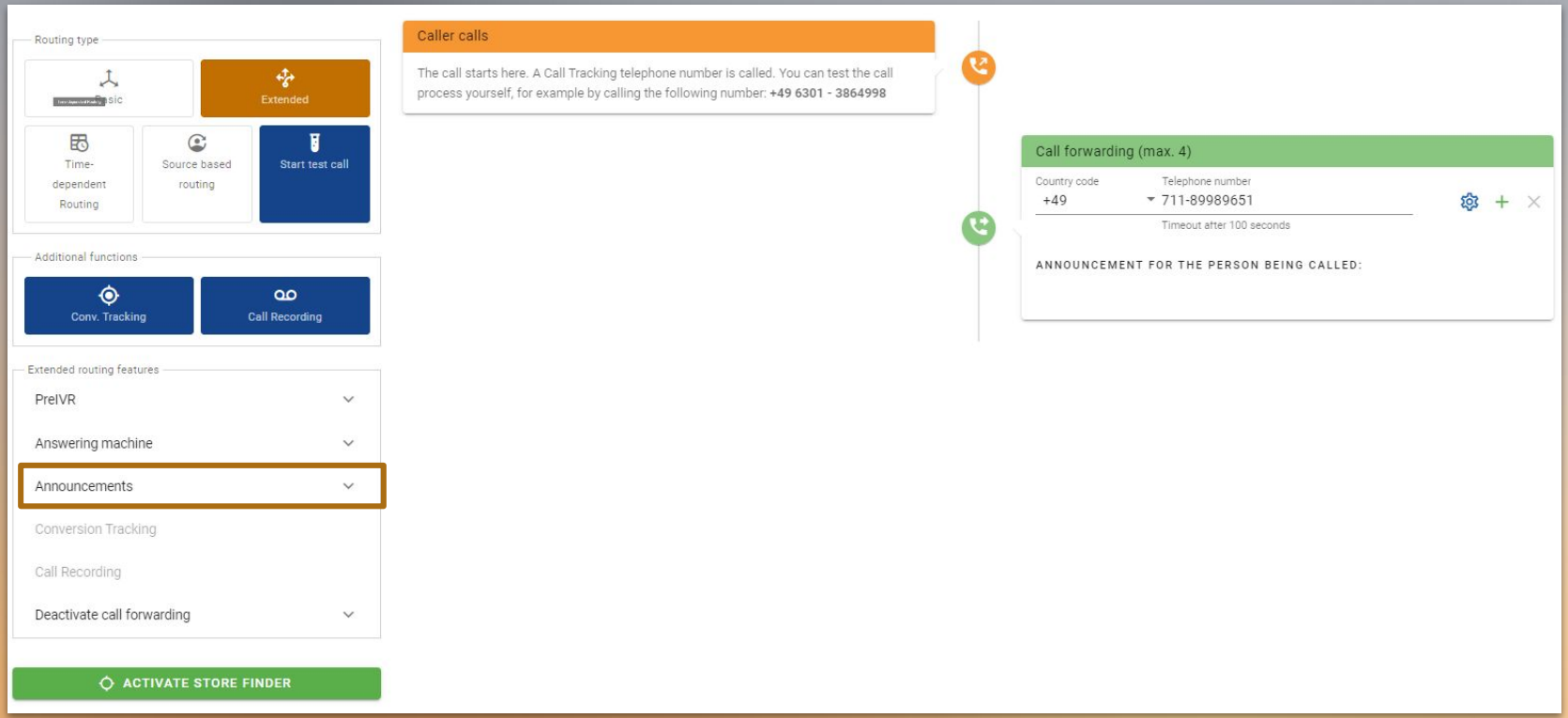
Caller
(Interested party)

...The real estate agent receives the call after the announcement has been played to the caller

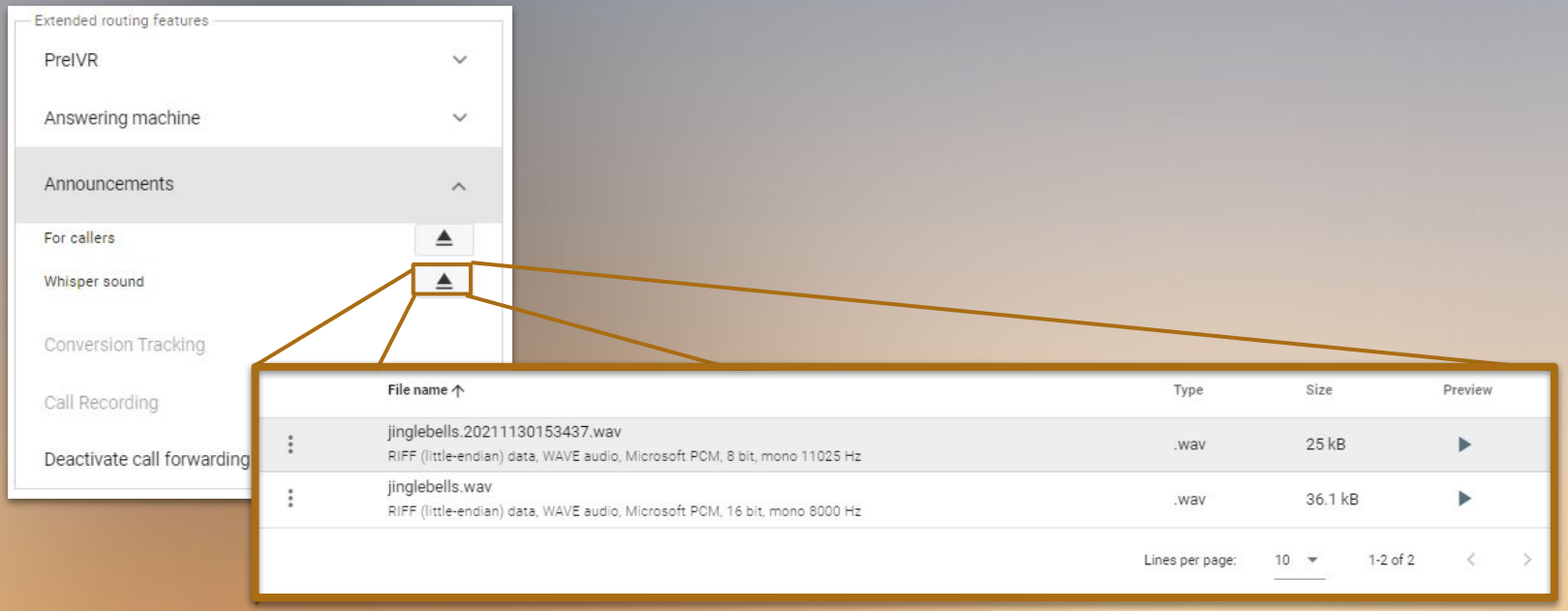


Called person
(real estate agent)

EXTENDED ROUTING



WHISPER SOUND



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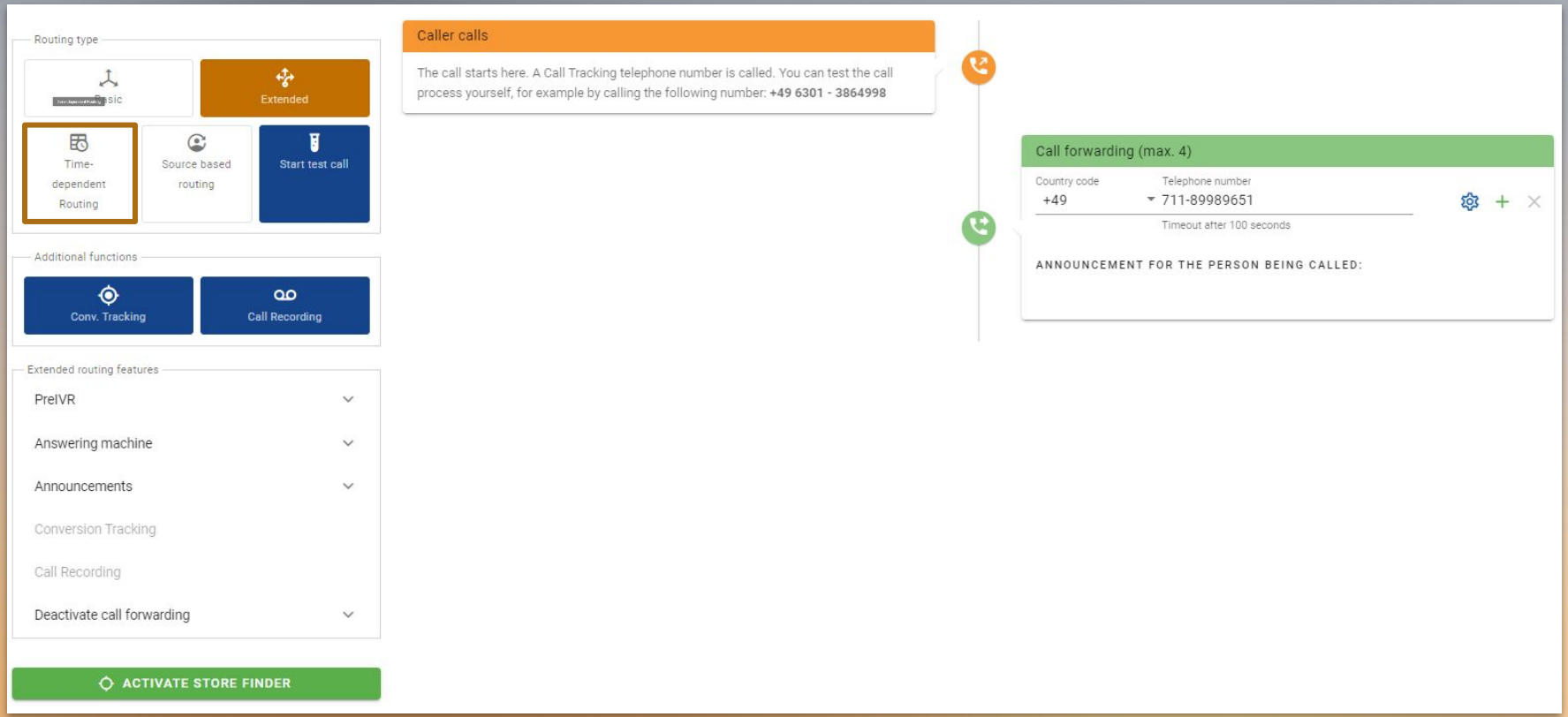
TIME BASED ROUTING

TIME BASED ROUTING

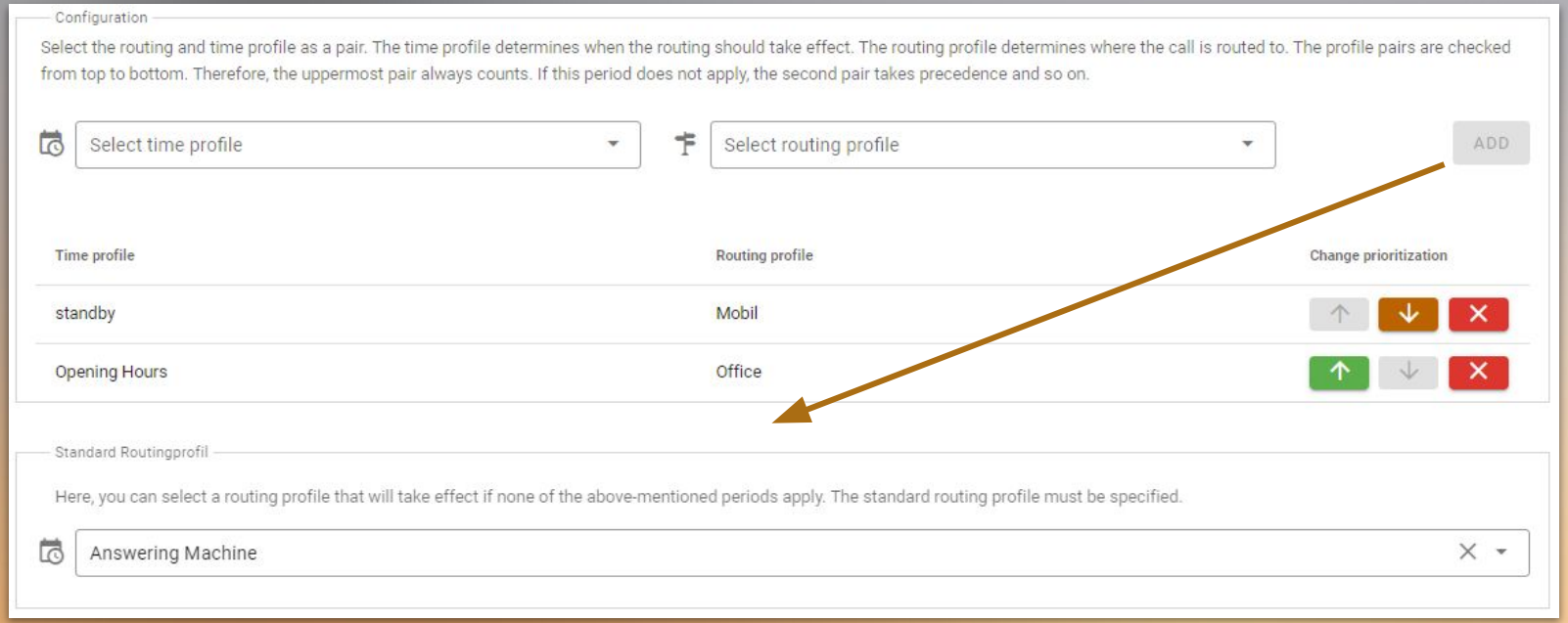
Initial scenario:

A medical practice has opening hours. To provide optimal cover for all opening hours, you have the following set-up planned:

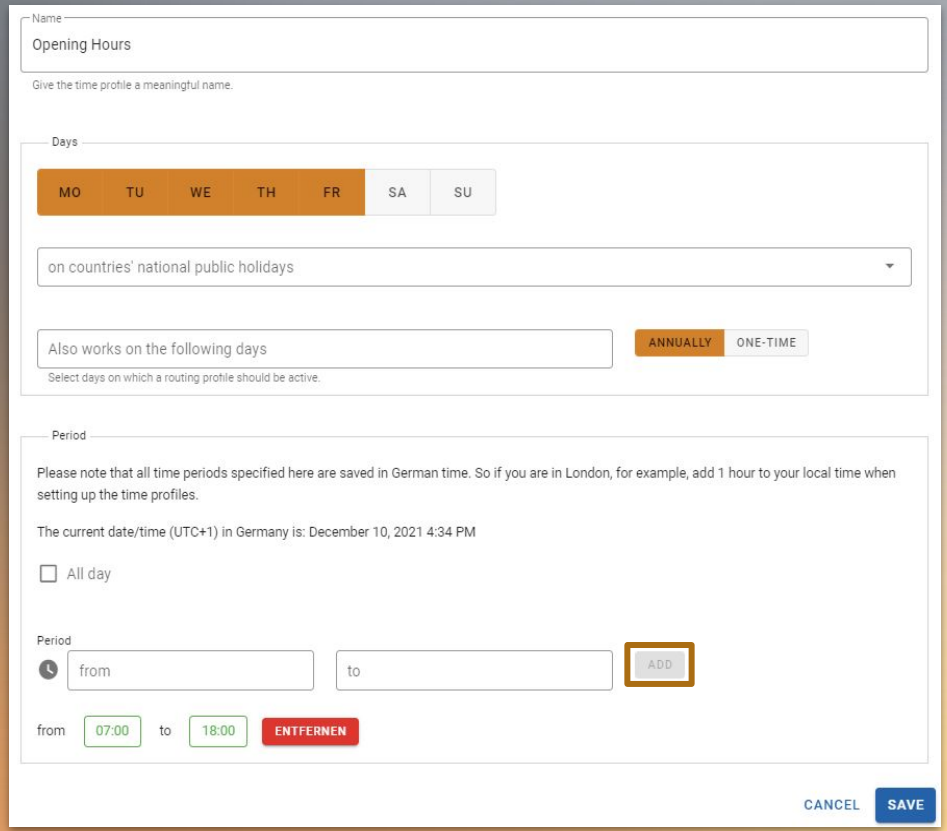
Mo. - Fr. 7 am to 8 am	practice
Public holidays and weekend work	cell phone
Outside business hours	off/announcement giving the emergency cell phone no.


Routing type
Basic
Extended
Time-dependent Routing
Source based routing
Start test call
Additional functions
Conv. Tracking
Call Recording
Extended routing features
PreIVR
Answering machine
Announcements
Conversion Tracking
Call Recording
Deactivate call forwarding
ACTIVATE STORE FINDER
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 6301 - 3864998
Call forwarding (max. 4)
Country code
+49
Telephone number
711-89989651
Timeout after 100 seconds
ANNOUNCEMENT FOR THE PERSON BEING CALLED:

TIME BASED ROUTING



TIME BASED ROUTING



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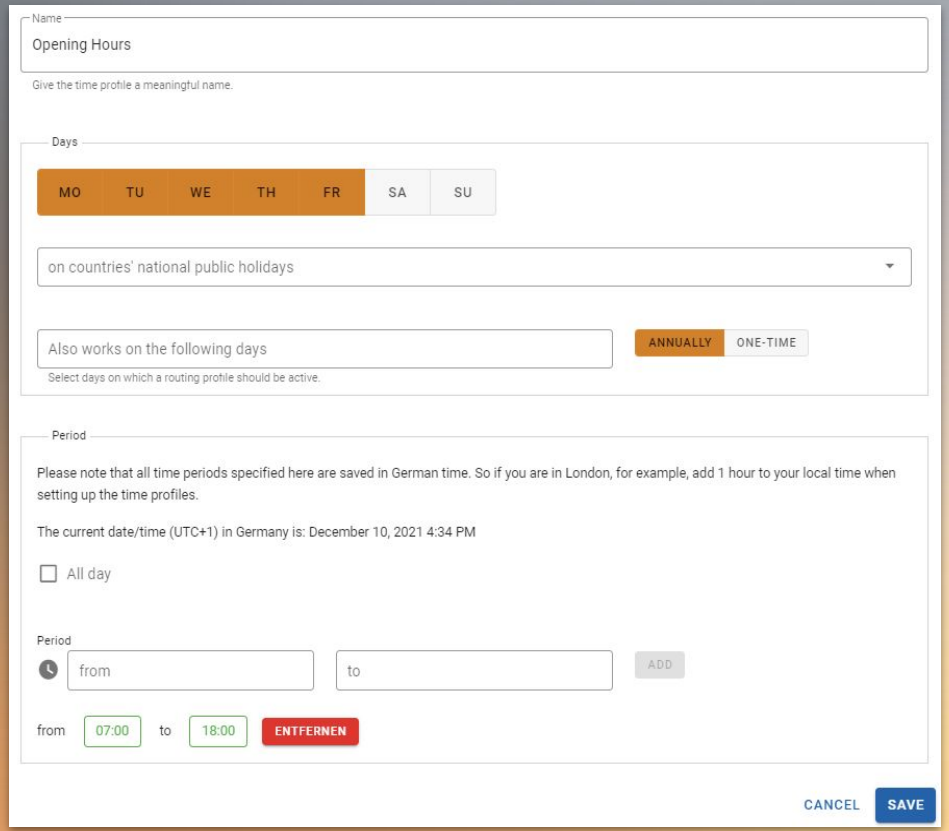

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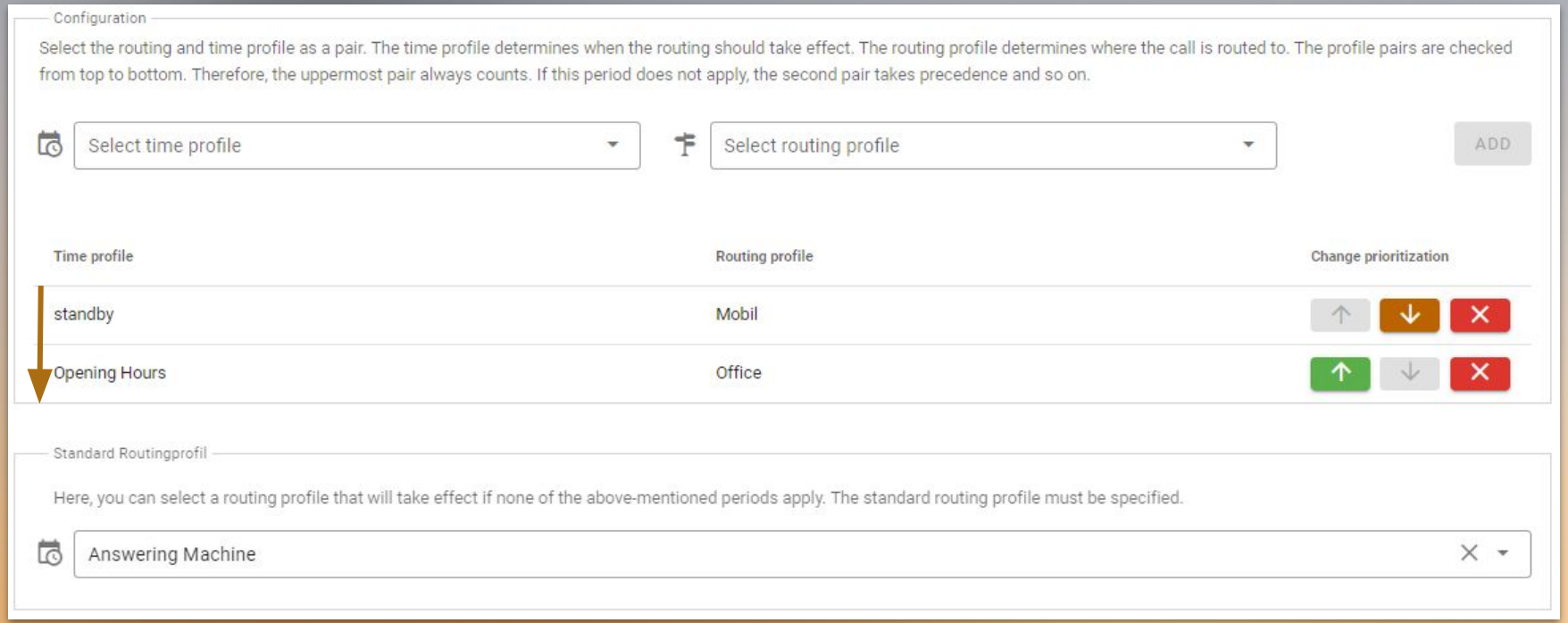

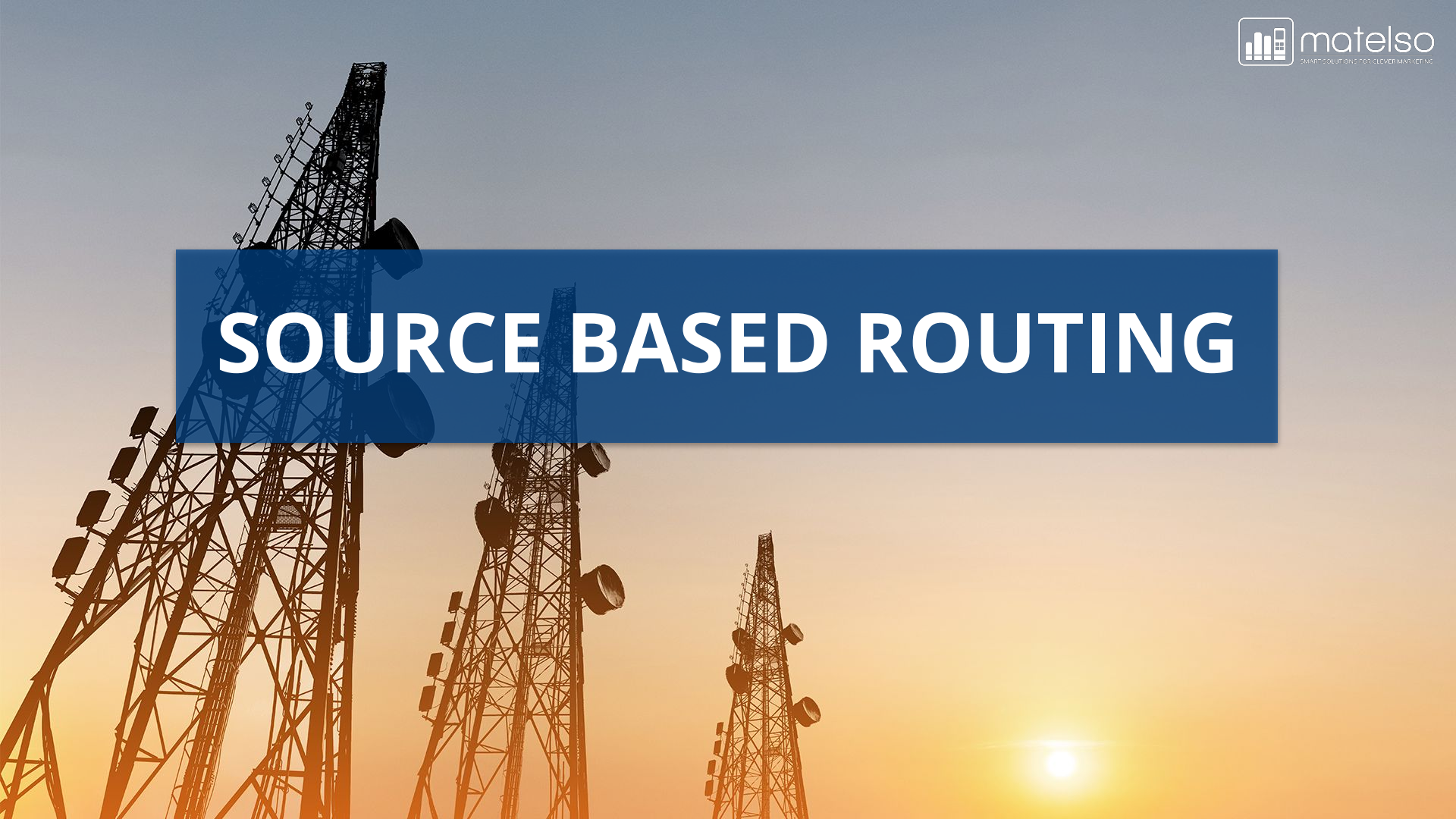
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SOURCE BASED ROUTING

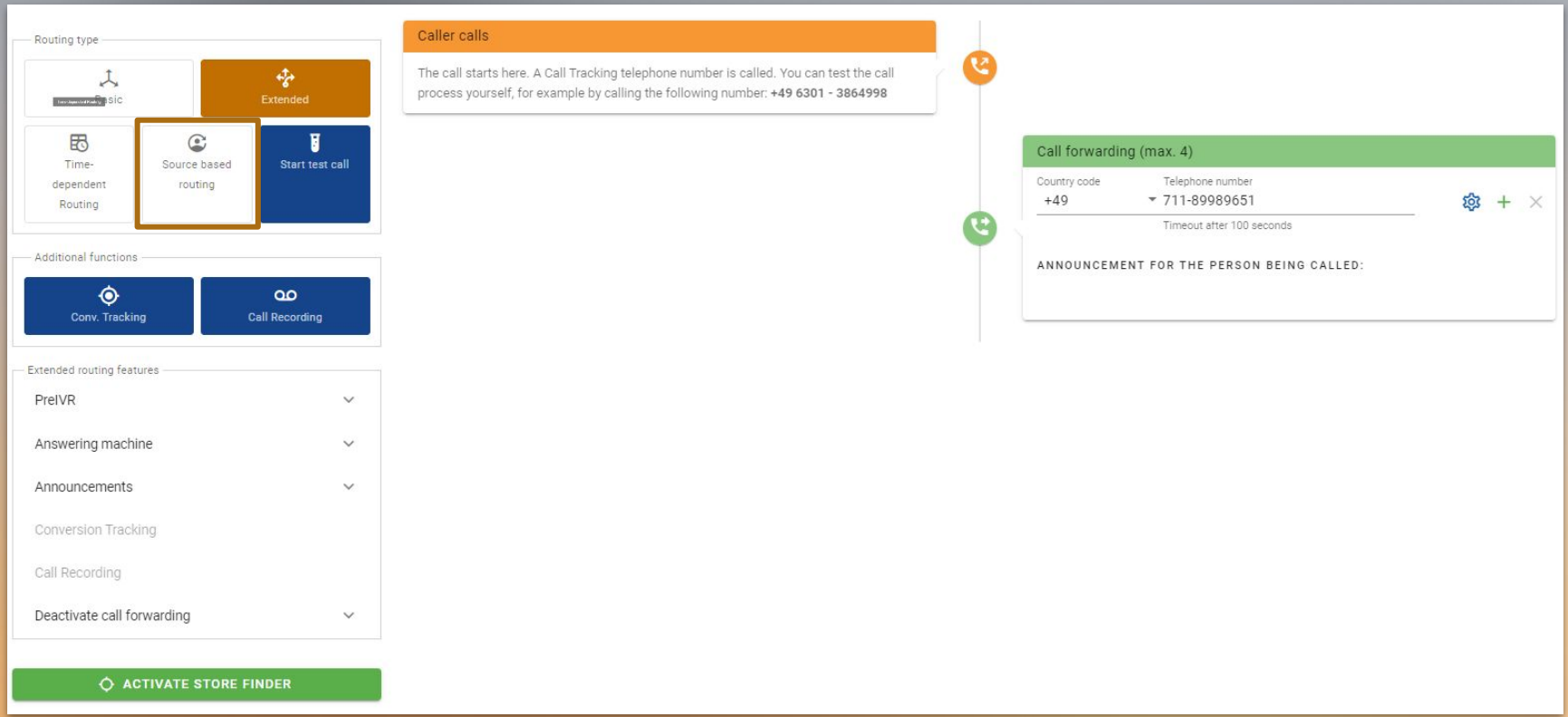
SOURCE BASED ROUTING

Application scenario:

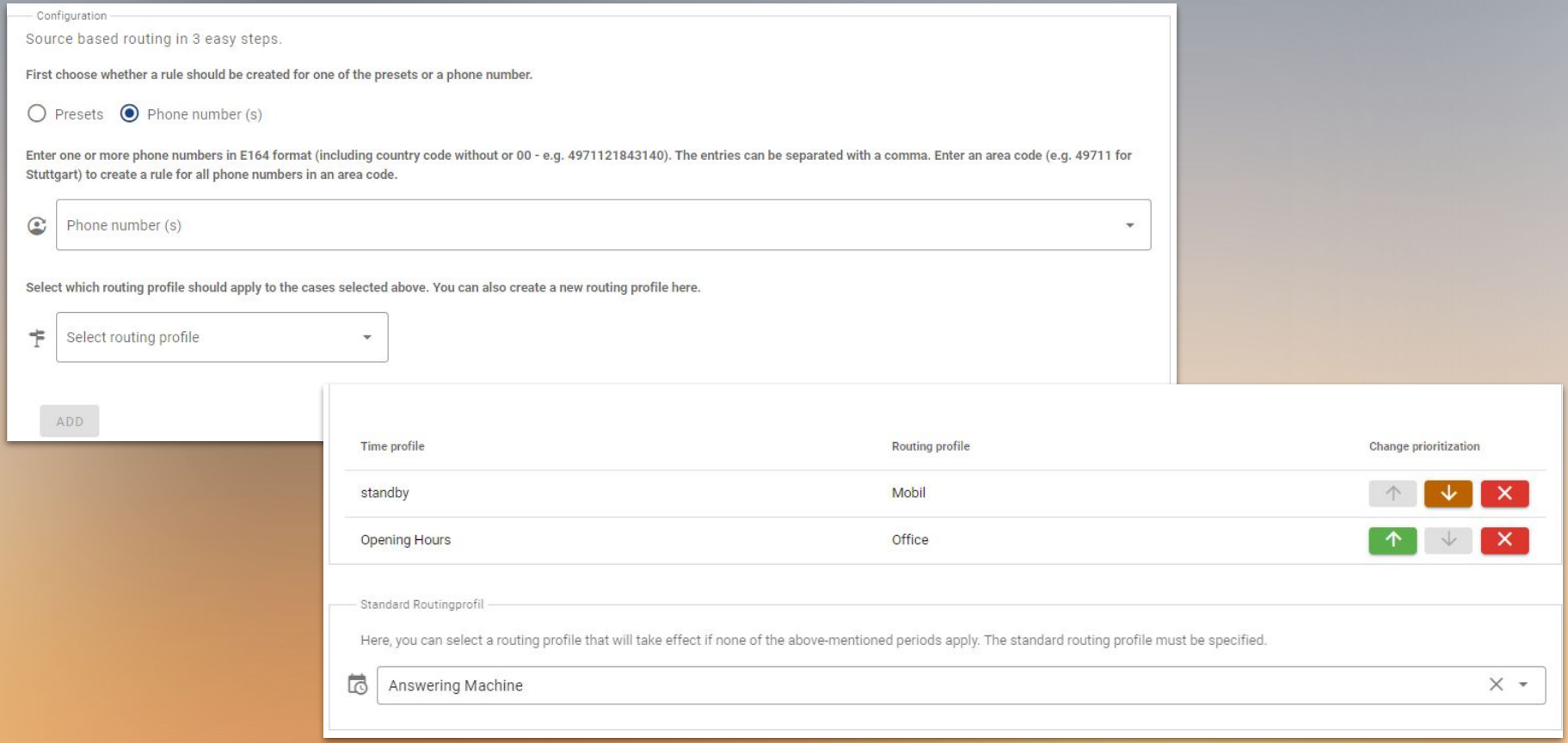
Callers from Kaiserslautern are connected with the office. Callers from other area codes to the cell phone of the field service. Anonymous callers are directed to an answering machine:

49631	Office
Anonymous callers	Answering machine
All others	Cell phone

SOURCE BASED ROUTING



SOURCE BASED ROUTING



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CALL RECORDING

CALL RECORDING

"We would like to record the following call for quality monitoring purposes. If you do not consent to this please press the * key on your telephone keypad or tell our member of staff at the beginning of your call."

ANSAGE

CALLER

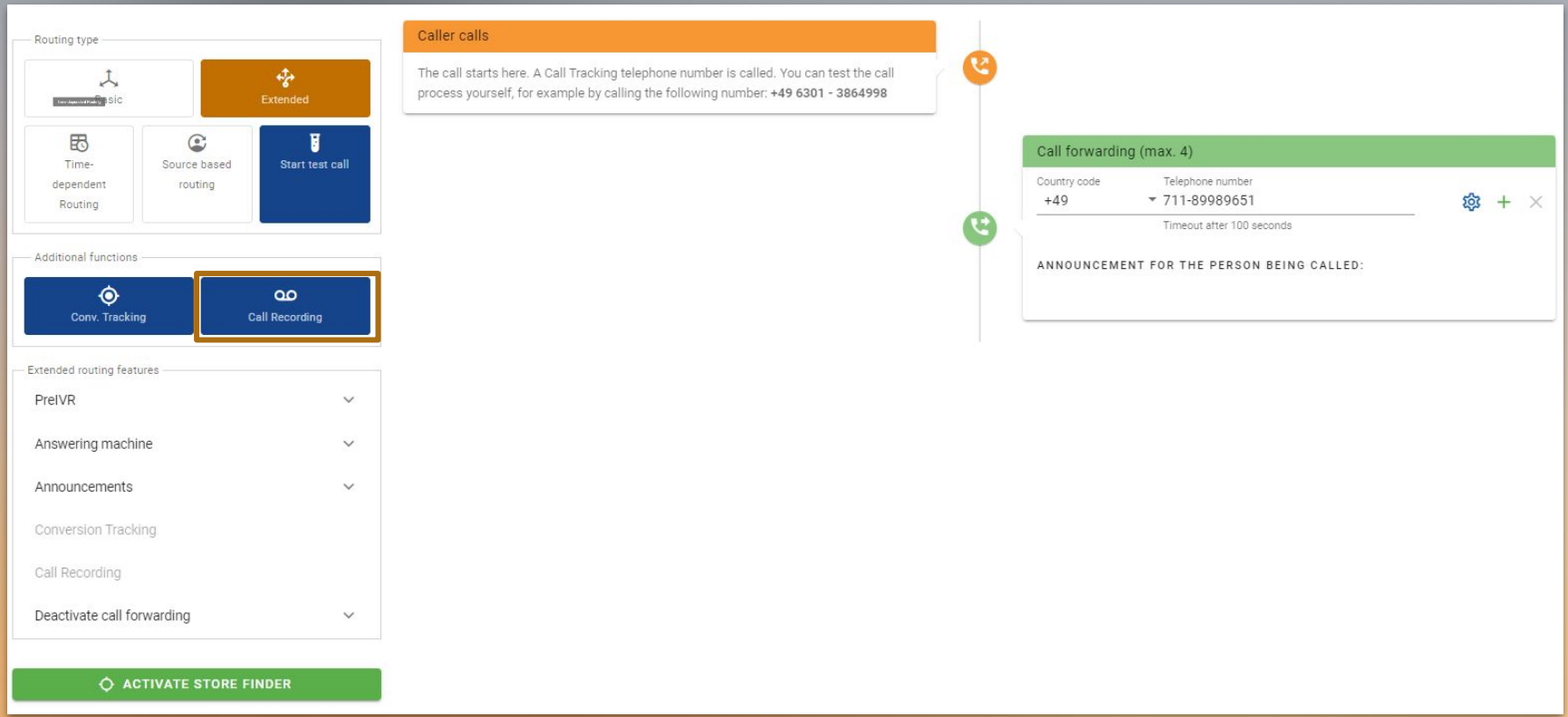
"This call may be recorded. Stop the recording by pressing #1"

INFO SOUND

"OK, the call will not be recorded."

CALLED PERSON

ADDITIONAL FUNCTIONS



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THANK YOU FOR YOUR ATTENTION
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