

CallMining

Unlock the valuable data from your incoming calls. Using speech transcription and proprietary search and data mining technology, Call Mining enables you to easily analyze phone conversations to determine on-the-phone conversions, caller intent, and customer needs and pain points. Armed with the understanding of what drives a successful call, you can optimize your marketing campaigns to generate more high quality calls and convert more calls into sales.

Discover the value of your phone calls.

What Can Call Mining Do for You?

Quickly identify calls that convert into sales or appointments.

By flagging calls that include the key words and phrases associated with on-the-phone conversions, Call Mining shows you the calls that converted - and those that didn't.



Determine caller intent, needs and pain points.

Call Mining gives you insight into what callers are saying about your products, services, pricing, etc. Use it as your impromptu focus group to get valuable insight into customer needs and pain points.



Get the data you need to optimize your advertising campaigns for calls.

With IMEG Call Track, you can determine the channels, campaigns, ads and even keywords that are driving the highest value calls - and those that are not - so you can manage your campaigns (or your clients') to generate more quality inbound calls.



Identify and monitor call trends over time.

Identify and track call topics and trends over time. Use the data to develop and modify your search marketing keyword lists and identify messages and buzz words that trigger inbound calls.



How It Works

Call Mining gives IMEG Call Track users easy access to a wealth of call data without having to listen to call recordings or read through hard-to-interpret transcripts. Here's how it works:

- 1 You create the topics that you want to track (such as conversion).
- 2 Call Mining shows you the calls where the topics are discussed, who said what and surfaces other frequently said words and phrases.
- 3 You select any calls you want to listen to or read the transcript for more information.
- 4 You utilize the information to optimize your (or your client's) marketing campaign and convert more calls.

