1800 Voicemail by Alex Christopher

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1800 Voicemail Is Great for Lead Capture

Since the purpose of nearly any business is to sell a product or service to consumers, it is very important for businesses to accurately capture information from potential leads in an attempt to make a sale. 1800 voicemail is a great way to capture and organize information from potential leads.

Automated Prompts and 1800 Voicemail for Lead Capture

In order to accurately sort new customers from existing ones, business owners should consider combining an automated telephone attendant with their 1800 voicemail systems. When a customer calls into a business, the call is intercepted by the automated attendant and the caller is asked if they are a new customer or an existing client. If the caller is an existing client, they will be provided with options that are tailored to them. New customers will be sent to a voicemail inbox that asks them a series of questions. The answers to the questions are recorded and saved so that sales agents can listen to them later and return the customerâ€™s call more efficiently.

Lead Generation Hotlines

While it is perfectly acceptable for a business to use their standard 1800 voicemail as a lead capturing system via automated prompts, some businesses opt to use a separate lead generation hotline. When a customer sees an ad for the business via any medium, they will call the lead generation hotline numberâ€”generally a toll free voicemail numberâ€” that is posted on the ad. As soon as the call is answered, callers are automatically greeted and provided with a series of information about the product they are calling about. From this point forward, callers can choose to provide their callback information or simply hang up if they are no longer interested in the product or the service.

Different Voicemails for Different Products

By combining virtual telephone systems like call forwarding, automated telephone attendants and a 1800 voicemail inbox, businesses can accurately organize their telephone calls when they offer several different products. This way, employees are aware of the product or service the caller was interested in before they ever return the phone call. If certain employees are more knowledgeable about a single product or service, these employees can complete the callbacks to customers who called in about that product. This allows the business to run more smoothly, and customers are able to speak with agents who are well versed in the service or product they called about.

Ads for Other Products

Existing customers or clients of a business are often the perfect marketing group for other services and products that are provided by the business. As a result, business owners sometimes choose to use their 1800 voicemail systems to market other products and services to their clients. Before leaving a message, callers can hear an ad, or several, that describe the other things offered by the business. If they are interested, they can indicate this in the message they leave. Customers who are uninterested can simply ignore the pre-recorded message and leave a voicemail for the department or employee of their choice.

It is quite surprising how versatile a virtual voicemail system can be. When 1800 voicemail is used for capturing leads, the amount of revenue a business can generate becomes limitless, as there is

never a shortage of potential clients and customers.

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