Ringba

for **Pay Per Call**

How to use an IVR to increase caller value

Introduction

Qualifying callers is an important part of a Pay Per Call operation. Whether they're determining a customer's need, like sales or support, or trying to assess the potential value of an inbound lead, getting this right is critical to the success of any campaign.

Ringba IVRs can be used to automate the call qualification process, allowing businesses selling calls in the Pay Per Call space to segment their call flow and automatically sell off the more valuable calls for more money in real-time.

This example is based on an actual implementation of a current Ringba client at time of writing.

Example Use Case

Alice's goal was to classify her caller's type of home, while also evaluating the caller's demographics to create tiered segments, selling each tier to a different group of buyers. Alice owns a Pay Per Call marketing agency that specializes in generating calls for California licensed mortgage brokers.

The customer journey starts with an interactive menu where the IVR determines the type of home the caller lives in using basic menu prompts with 4 options: house, condo, trailer, or rental. Callers that select either trailer or rental are forwarded off to buyers interested in sub-prime offerings and realtors that specialize in rental properties.

For callers that selected either a house or a condo, Alice wanted to increase her yield per call by pre-determining the potential value of the caller's home and sell the calls with higher home values for more money to her buyers. Previously she sold all her calls for a flat rate, regardless of where the caller was located.

As an example, the zip code 90210 in Beverly Hills has an average home value of approximately $4.9 million, whereas the zip code 91791 in West Covina has an average home value of approximately $560 thousand. With mortgage brokers typically charging a percentage of the loan's value in fees, the Beverly Hills callers are worth almost 10x more than the West Covina callers.

To accomplish this result, Alice used our IVR 'router' feature along with Ringba's dynamic number pool tracking. Every user's zip code is automatically captured on the agency's landing pages using Ringba's tracking technology, then tagged in the platform for use.

Alice created lists of 'high value', 'middle value', and 'low value' zip codes for California, then created 3 groups inside of the 'router' function, and applied 3 different routing plans to optimize the sale of her calls by value. She then went back to her buyers and offered the higher value pre-qualified calls at a substantially higher price and the buyers were happy to purchase them.

As an added value, Alice used our whisper functionality and text-to-speech to tell the buyers the zip code of the caller when they picked up the phone. This allowed the buyer's salespeople to quickly lookup the demographics on the area and answer the phone using this information to create an amazing caller experience similar to this example:

> "Hi, *thank you for calling Mortgage Busters, I see you're located in 90210 – we have some amazing rates in that area. How much do you owe on your home?"*

About Ringba

Ringba is a global communications platform
for connecting consumers with businesses.

Unlimited Flexibility

Built using state of the art technology
hosted on reliable, redundant, and
secure cloud-based infrastructure.

Partner Centric

No setup fees, feature gatekeeping, or
price gouging. Use what you need, we
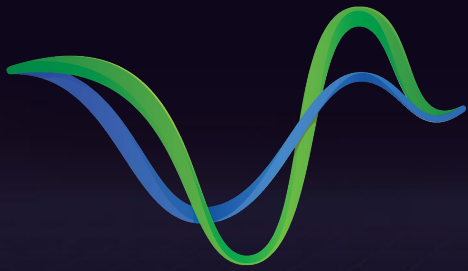grow as you grow.

Completely Open Framework

Use the same APIs we do to create
seamless integrations and powerful
workflows.

World Class Engineering

Made in California by seasoned AdTech
Engineers and Product Designers. Your
success is our priority.

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Thank you!

Talk to a product expert or try Ringba now!

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