

CALL INTELLIGENCE INDEX^{'16}

Marketing insights from over **50 million**
customer phone calls



INVOCA[®]

INTRODUCTION

Omnichannel is more than a buzzword

The lines that neatly divided channels, even the digital and real world, no longer exist. Omnichannel is not a buzzword, it's the reality of today's customer journey. Here are a few stats that demonstrate just how much people are seamlessly moving between channels.



of people switch devices during a single online activity.¹



complete a purchase offline following online search activity.²



use the call button from a search ad.³

The stakes for getting omnichannel marketing right are high. In fact, high-performing marketers are more than 34 times as likely to create personalized, omnichannel customer experiences across all business units.⁴

Why you can't do omnichannel without phone calls

The question is: How can you create a consistent and seamless experience when you're blind to the most important customer interaction?

While marketers are busy focusing on the digital side, they are completely unaware what is happening over the phone. As a result, they inadvertently undermine their omnichannel efforts.

Phone calls are one of the most common points of engagement

Businesses are getting more customer phone calls than ever thanks to the rise of mobile. BIA/Kelsey reports that by [2019 businesses will get 162 billion customer phone calls from mobile](#) - that's more than double the number of calls in 2014. And according to recent research from Invoca, more than twice as many people prefer to contact a business via the phone than an online form.⁵ People, even millennials, are calling businesses more than ever, and it's the most important interaction a person can have with a brand. Of all the interactions to track and optimize, phone calls should be at the top of every omnichannel marketer's list.

WHAT'S INSIDE

To show you exactly how phone calls fit in the new omnichannel journey, Invoca analyzed 58 million calls from 2015 that spanned more than 40 industries. These calls reveal deep insights about today's consumer.

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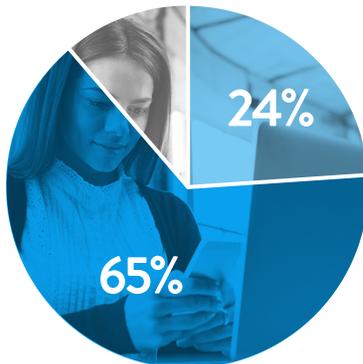
REPORT HIGHLIGHTS

Consumers love to call

Nearly two thirds of Americans now own a smartphone, and people are moving between their online and offline worlds and calling more than ever.



of people pick up the phone to call a business at least once a week.⁶



● people who prefer to fill out an online form.⁵

vs

● people who prefer to contact a business by phone.⁴

Mobile search is the #1 source of calls

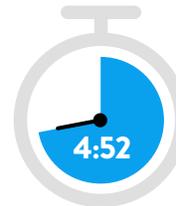
Mobile searchers are action-oriented and tend to want quick answers. With the convenience of click to call, mobile searchers are choosing to get the quick and personal service they need with the tap of a button.



of customer phone calls come from mobile search.

Callers are quality prospects

Calls across industries last nearly 5 minutes, indicating these are high quality phone calls that are likely turning into customers.



The average call duration is **4 min 52 seconds**.

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CALLS BY MARKETING CHANNEL

Top call sources

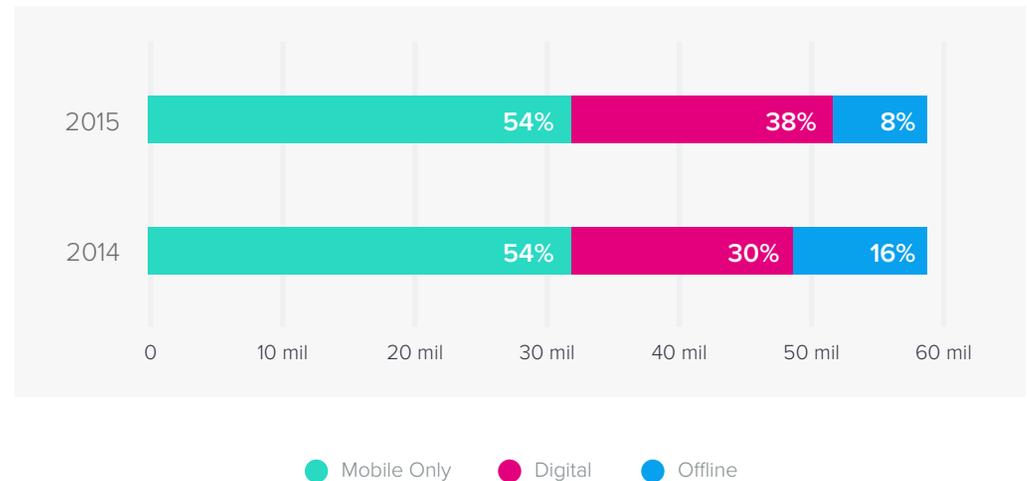
Marketers have begun using call intelligence to see how phone calls fit in the customer journey. It turns out calls are pouring in across channels, especially those geared toward mobile audiences.

While traditional offline channels still drive phone calls, more and more, consumers are making phone calls from mobile search ads, emails, websites, and apps.

 **In 2015, calls from mobile-specific channels accounted for 54% of all customer calls.**

Marketers should capitalize on this growing trend by making it easy for consumers to call, especially from mobile channels. Make sure click to call buttons are a central part of your mobile strategy.

Mobile marketing continues to be the top source for phone calls



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SECT. 02 Calls by Marketing Channel

Top 10 marketing channels driving calls

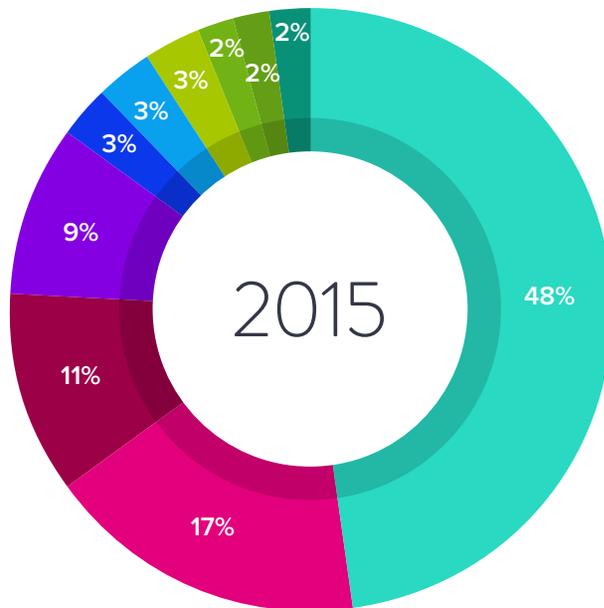
More customer phone calls come from mobile search than any other channel. With Google call-only ads and convenient click-to-call buttons, digital marketers are becoming more comfortable driving offline conversions - and consumers are taking advantage.

People on mobile phones often prefer a phone call to other types of interactions, especially given the choice of filling out

a form on a small touchscreen or simply tapping a click-to-call button.

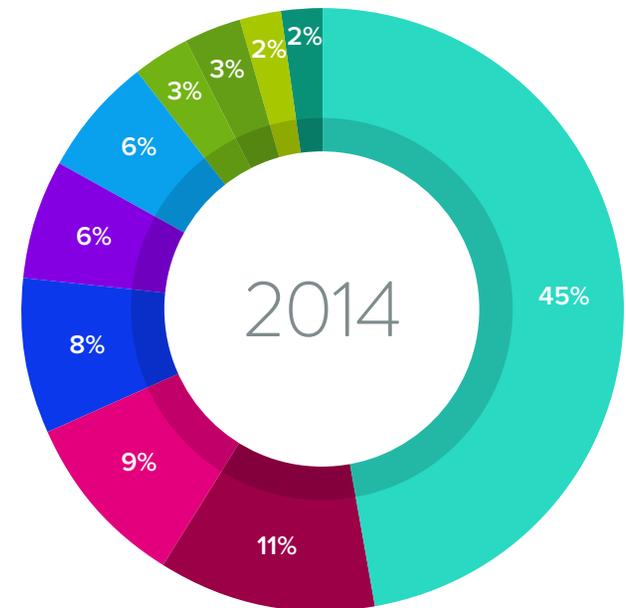
In fact, according to our research, **65% of people prefer to contact a business by phone**, versus only 24% who prefer to fill out an online form.⁸

Mobile search is the #1 call driver



Top Ten Call Sources

- Mobile Search
- Desktop Search
- Desktop Display
- Content/Review Sites
- Mobile Display
- Radio
- Email
- TV
- Newspaper
- Directory



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KEY CALLER TRENDS

Call duration is a key indicator of quality, though the optimal duration depends on the industry, company, and even the marketing channel or campaign.

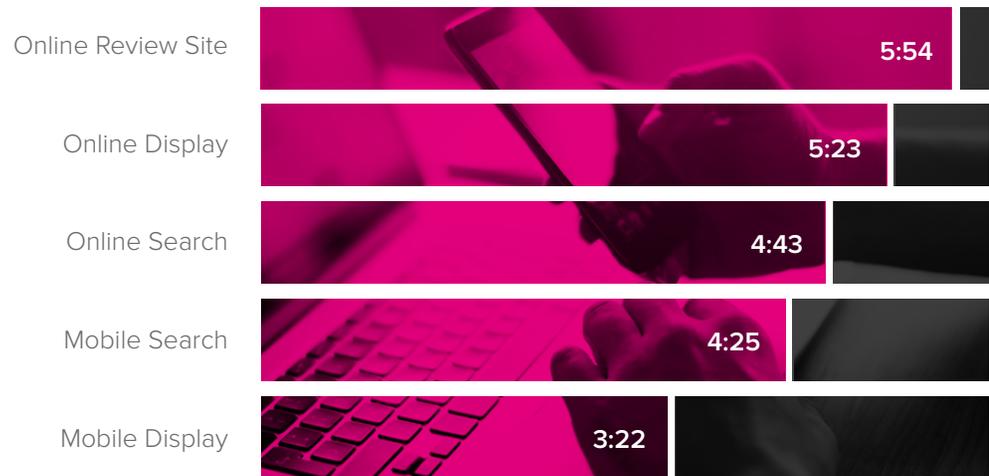
Call durations also vary depending on the customer's goal. For example, a caller may want to check store inventory or make a dinner reservation. These actions only take a few moments, but are valuable phone calls. In contrast, a consumer in the market for a new auto insurance policy might make a phone call to get a policy quote, which could take several minutes.

4:52

THE AVERAGE CALL DURATION ACROSS ALL CHANNELS

The average call duration increased 18% from 2014, indicating that marketers are getting better at generating quality phone calls. With detailed call intelligence data, marketers know exactly what type of person is most likely to call and make a purchase. They can use this data to target their best prospects.

Average call durations by digital call sources



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SECT. 03 Key Caller Trends

Offline marketing channels drive high quality prospects

Offline channels tend to have lengthy call durations that coincide with the consumer's intent to purchase. Consumers calling from offline channels had to write down the phone number, dial the number, and make the call. This level of effort reflects high buyer intent.

Offline call sources also refer fewer accidental calls, because there is no risk of inadvertently hitting a click-to-call button.

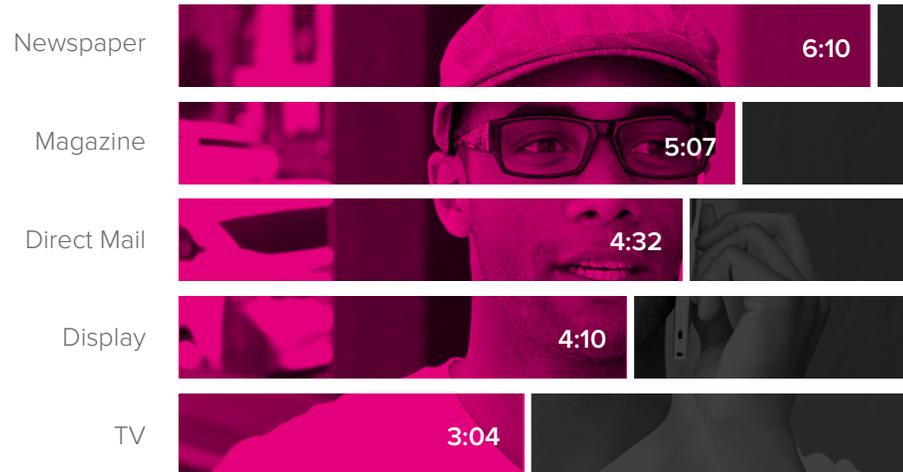
With the rise of mobile, today's consumers move fluidly between online and offline channels. In fact,

79%

OF PEOPLE SWITCH DEVICES DURING A SINGLE ACTIVITY.⁹

Marketers are responding by giving consumers the choice to connect however they want from any channel or device.

Average call durations by top offline call sources



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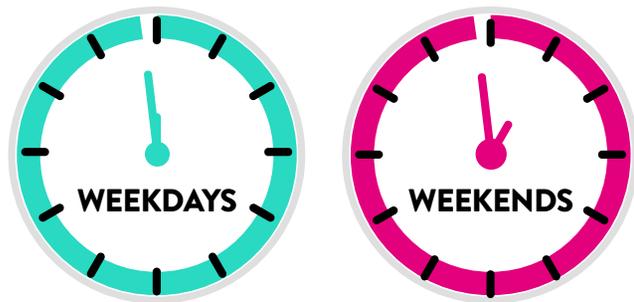
SECT. 03
Key Caller Trends

When are people calling?

Mondays receive the highest volume of calls, with 55% more calls than the lowest volume day, Sunday.

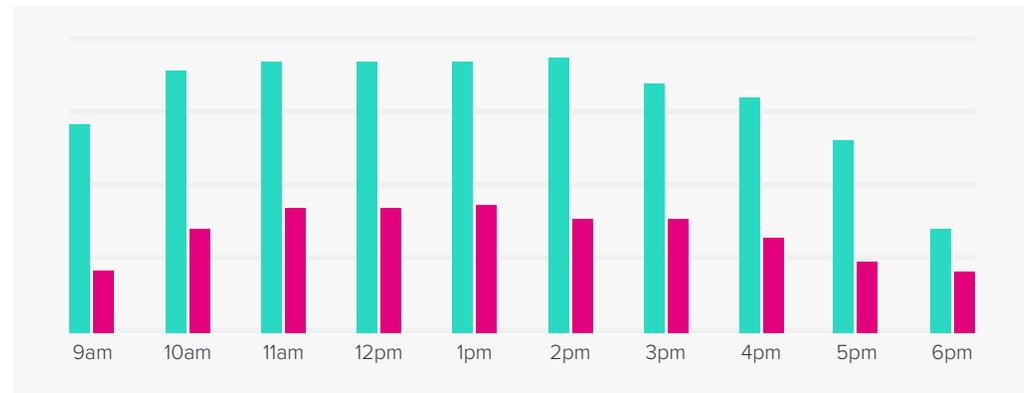
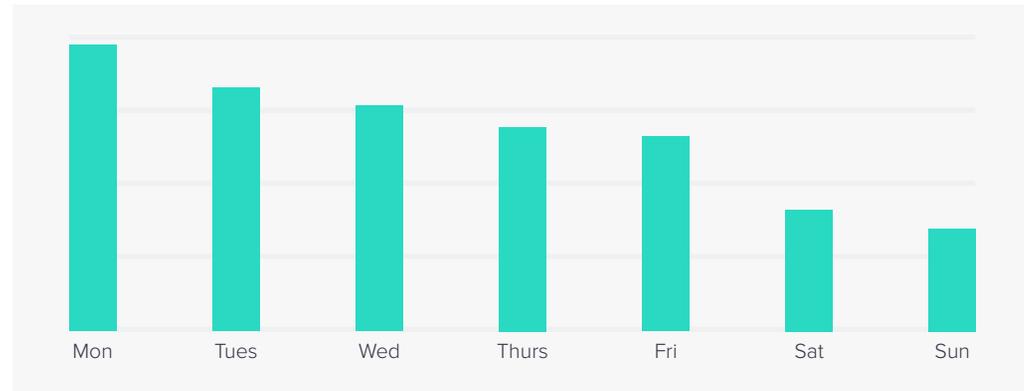
During weekdays, which receive significantly more calls per day than weekends, **consumers make the most calls from 11:00am to 11:59am.**

On weekends **most calls occur from 12:00pm to 12:59pm.**



Marketers are monitoring trends in call volume to get a better understanding of consumer behavior and to make sure their call centers or sales floors are properly staffed.

MONDAYS RECEIVE THE MOST PHONE CALLS IN A WEEK



● Weekday Times ● Weekend Times

For example

If marketers know most customers call between the hours of 11 am and 2 pm during weekdays, they can set their ad targeting to show call-based ads to their audience during these times. It's all about knowing who is most likely to call and targeting those customers with the right type of ad.

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WHO'S CALLING

States with the highest call volume

It's critical that marketers know where customers are calling from.

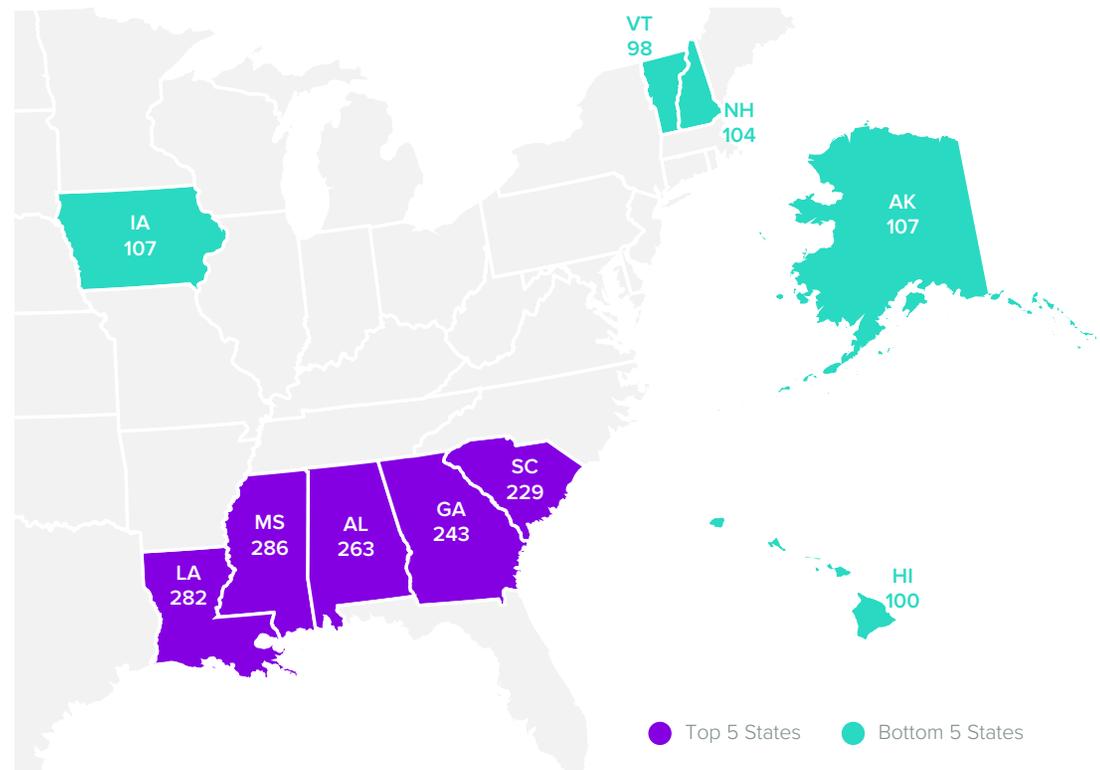
Understanding the regions and states consumers are most likely to call from allows marketers to target those areas with call based ads.

Tracking caller location also helps marketers create unique caller experiences depending on where a caller lives, or they can filter out phone calls that are outside of their service area.

Although it's not a state, [Washington, DC](#)  has the highest call volume per capita with 415 calls per 1,000 people. The top state is Mississippi with 286 calls per 1,000 people.

More people call from DC than anywhere in the country.

The following are the five states driving the highest and lowest call volume per capita (calls per 1,000 people).



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SECT. 04 Who's Calling

Cities with the highest call volume

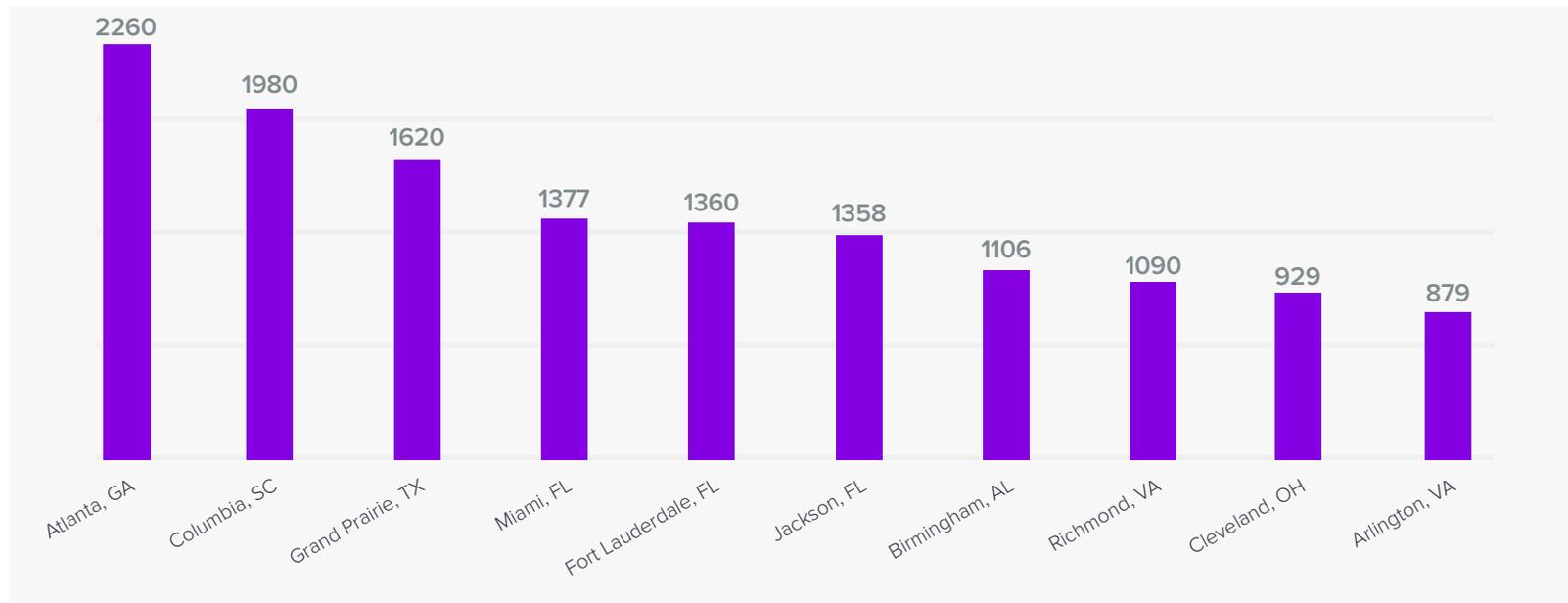
Knowing a caller's city and zip code is important for local businesses and national companies with local agents or store branches.

This information helps marketers create detailed customer profiles so they know exactly who their most valuable prospects are and who to target.

Marketers must also remember a mobile caller's area code is not always an indication of where they live. People often move, but keep old phone numbers. Marketers are turning to call intelligence solutions to check the actual region their callers live in, instead of relying on area codes.

Atlanta, GA drives the highest call volume per capita

(Calls per 1,000 people)



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SECT. 04
Who's Calling

Marketers leverage key demographic data

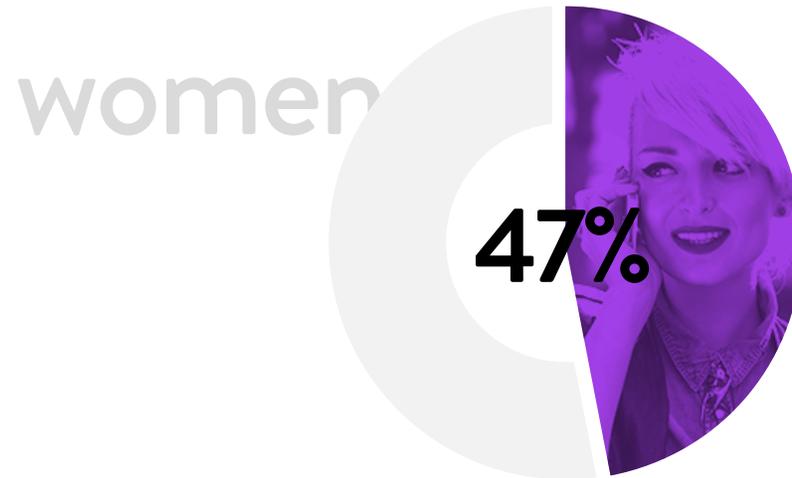
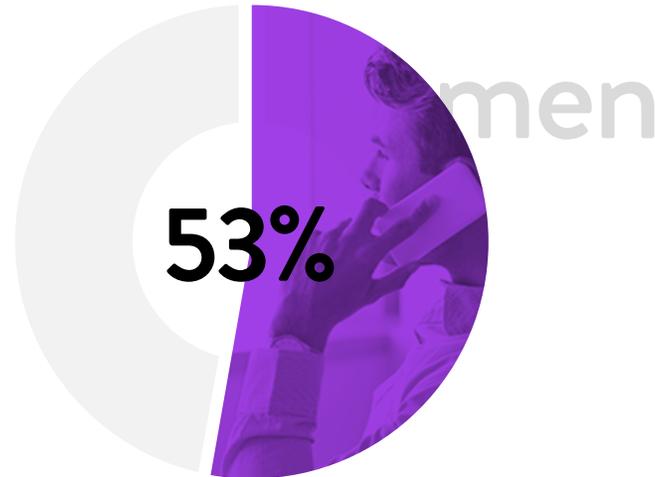
Even though there are more women than men in the United States (125.9 million women compared to 119.4 million men)

men are slightly more likely to call a business, accounting for 53% of customer phone calls.

In order to get to know their customers on a deeper level, marketers are capturing demographic information about their callers including details like:

- ✓ Gender
- ✓ Geographic location
- ✓ Age
- ✓ Household income

Men call more than women



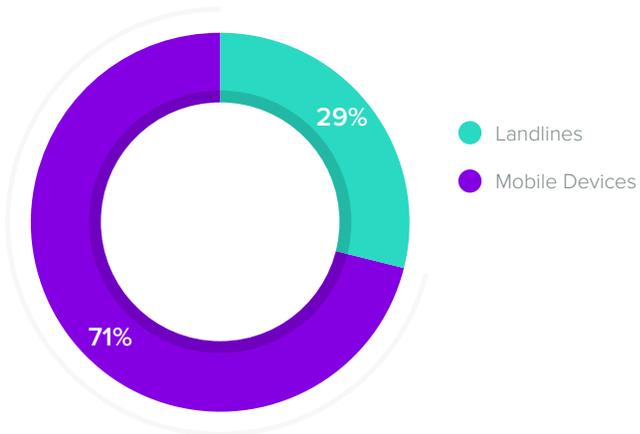
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SECT. 04
Who's Calling

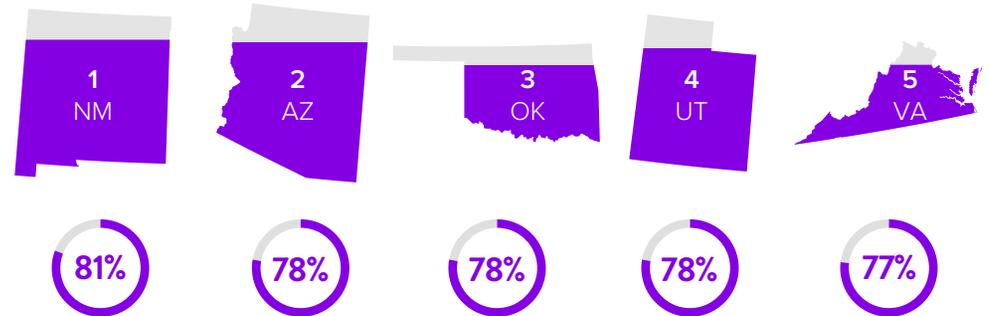
Most calls come from mobile phones, but landlines still have a place

Most Americans own a mobile phone, but there is still a place for landlines. In fact, 29% of all calls to businesses come from landlines.

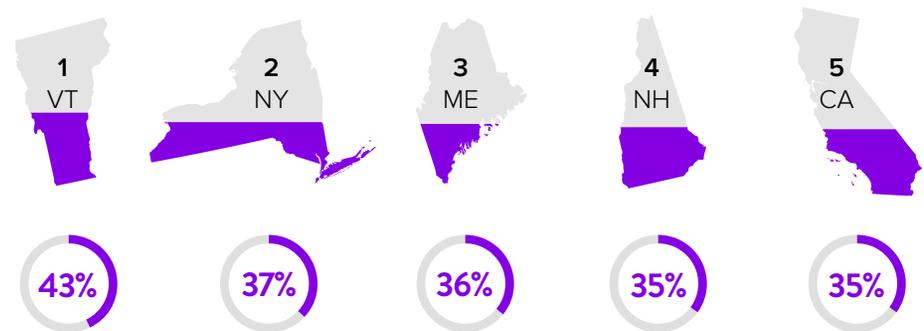
As a marketer, it's important to know where customers are calling from and what device they're using. This can inform the types of marketing channels you use and the areas you target. For example, if most calls come from landlines, marketers shouldn't try to drive calls from mobile search.



States with the highest mobile to landline ratio



States with the highest landline to mobile ratio



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INDUSTRY BREAKOUT

Industries with considered purchases have the highest call volume

With the rise of mobile, it's no surprise phone calls are increasing across industries. In fact, BIA/Kelsey reports that mobile customer phone calls will reach 162 billion by 2019, that's more than double the 77 billion calls generated from mobile devices in 2014.

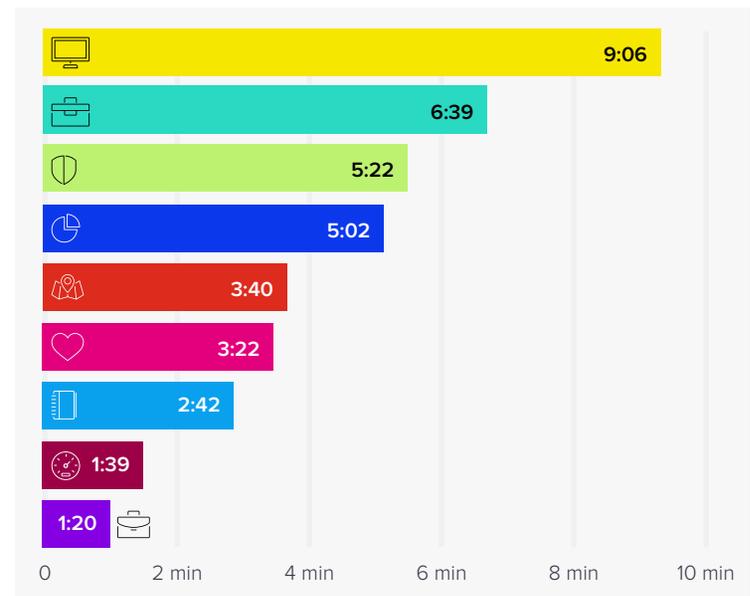
Industries that are seeing the biggest increase are those with high-value purchases or industries where customers typically

need personal assistance. While these industries are investing heavily in digital channels to drive awareness and early stage engagement, most customers need to talk to a sales rep at some point in their purchasing journey, making phone calls a critical point of contact.

INDUSTRIES WITH THE HIGHEST CALL VOLUME



CALL DURATION BY INDUSTRY



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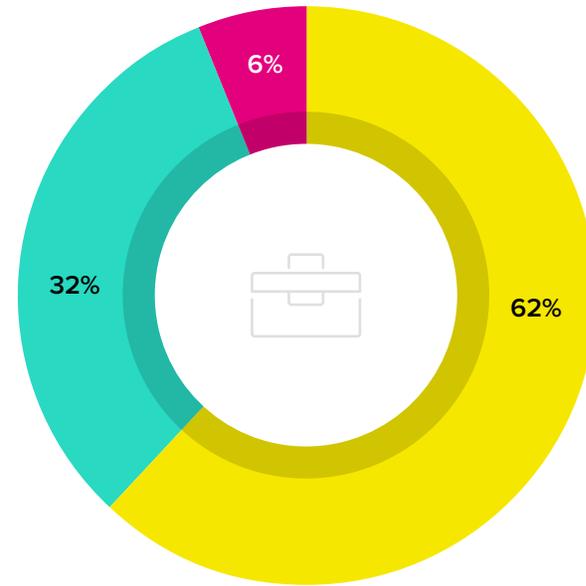
SECT. 05 Industry Breakout

Top call sources by industry

HOME SERVICES CALL SOURCES

Of all phone calls made to home service companies, marketing targeted specifically toward mobile audiences drove 62% of all call volume. Mobile search was the primary driver with 43% of phone calls coming directly from Google search ads.

The number of calls from mobile and online channels grew significantly from 2014 to 2015 while offline calls dropped to 6% from 32% the previous year. This could indicate marketers are using digital channels to drive offline interactions.

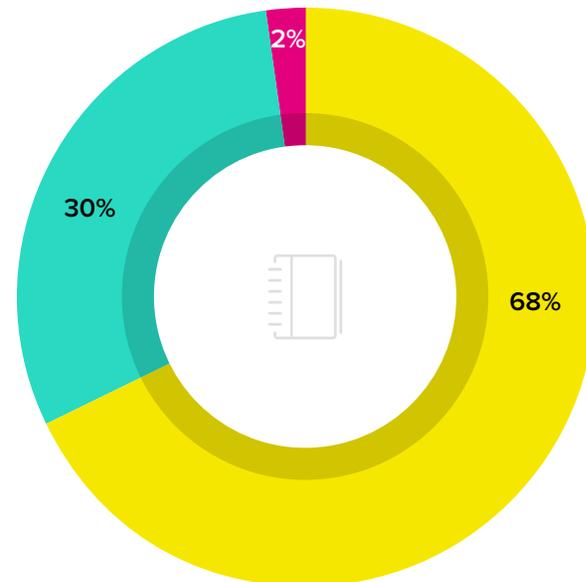


● Total Mobile ● Total Online ● Total Offline

EDUCATION CALL SOURCES

Of all mobile-specific channels, mobile search was the biggest source for education phone calls accounting for 38% of total call volume.

Education is seeing more prospects call from mobile-specific channels year over year, up from 66% in 2014.



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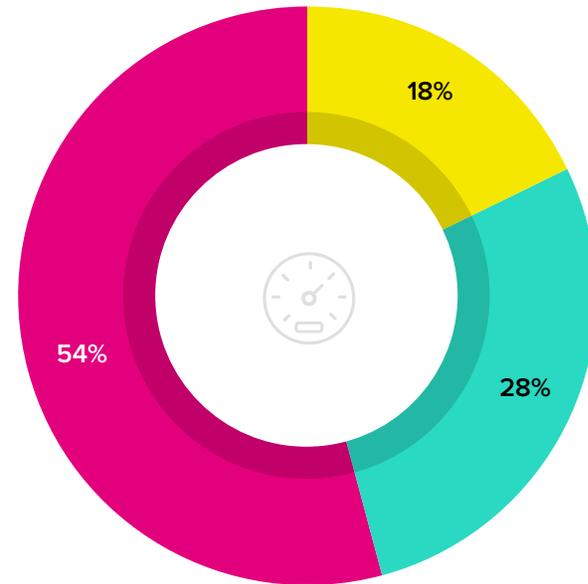
SECT. 05 Industry Breakout

Top call sources by industry

AUTOMOTIVE CALL SOURCES

Auto remains one of the few industries where offline channels drive the majority of phone calls, though more and more calls are being generated by digital channels every year.

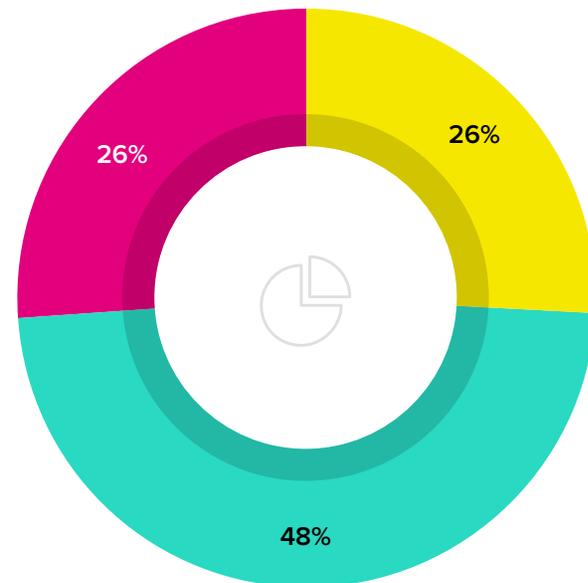
Auto saw a huge shift from offline to online sources year over year. In 2014, 79% calls came from offline marketing channels. That number dropped to 54% in 2015, while online channels went from 5% to 28% in 2015.



● Total Mobile ● Total Online ● Total Offline

FINANCIAL SERVICES CALL SOURCES

Financial services is an example of an industry that migrated ad spend from offline to digital channels in 2015. Offline channels accounted for 44% of call volume in 2014, but this number dropped to 26% in 2015, with more calls be driven by online channels.



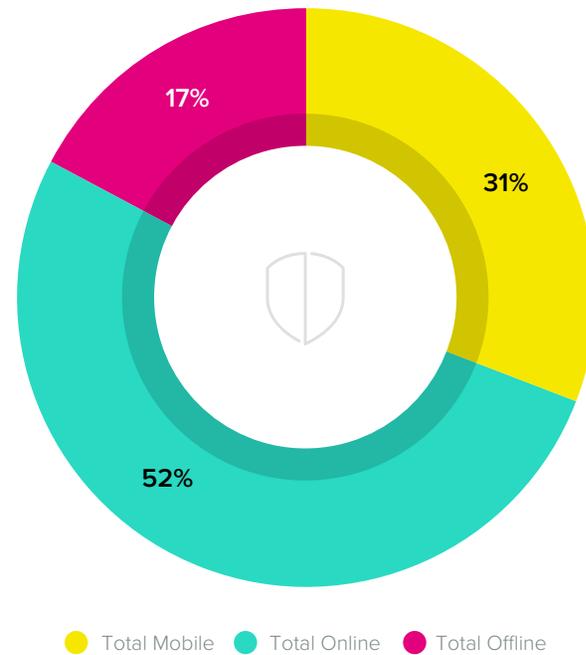
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SECT. 05 Industry Breakout

Top call sources by industry

INSURANCE CALL SOURCES

Online channels generated 52% of insurance phone calls, while mobile-specific channels drove 31% of phone calls, of which 29% was from mobile search. Insurance is another industry where we're seeing more and more calls coming from digital channels versus traditional offline channels. This trend is likely to continue as marketers become more sophisticated at creating customer experiences that seamlessly move online to offline.



CONCLUSION

As mobile technology continues to advance, consumers have more ways to connect than ever. Yes, they like to play games, interact on social, and search on mobile — but they also like to call businesses. Marketers are realizing phone calls are critical interactions for today's omnichannel customer, and they are more comfortable than ever using digital channels to connect with consumers over the phone.

Phone calls also tell a valuable story about the people who make them, from their interests and preferences, to information about where they live and how likely they are to make a purchase. Marketers are using call intelligence technology to gain valuable insights from each and every call, and they are connecting this data with their marketing stacks. In fact, **40% of Invoca's customers** are integrating call intelligence with other marketing solutions, the top five integrations being:

 Google Analytics

 salesforce marketing cloud

 Marin
SOFTWARE

 Kenshoo

 Adobe Marketing Cloud

With this single view of their customers for the first time, marketers can optimize every aspect of their marketing and deliver a personalized experience every step of the way.

Learn how Invoca's Call Intelligence gives you the insights to drive more calls!

[REQUEST A DEMO](#)

Call us at (855) 383-2650

MORE MARKETING RESOURCES FROM INVOCA

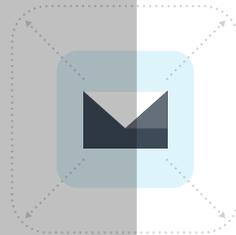


Email, Meet Phone Calls

How to improve customer journeys and drive more revenue from email



By putting click to call buttons and phone numbers in your emails, you'll not only establish trust (people trust brands that display a phone number) you'll increase your email engagement and conversion rates. Make life a little easier for you and your audience by empowering them to call you, when it's most convenient for them.



Email, Meet Phone Calls

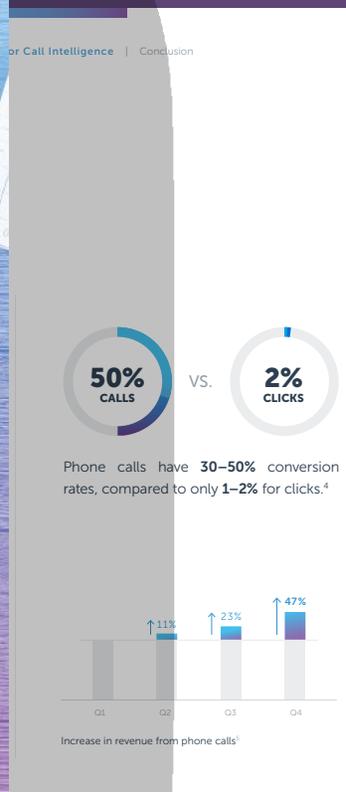
Email marketing works a lot better when you can see the entire customer journey -- and that includes phone calls. With Invoca's call intelligence, email marketers will increase mobile email engagement, enrich existing customer profiles with new data, and get a clear picture of email ROI for the first time. Learn more in this step-by-step guide.

[GET A COPY](#)



The Digital Marketer's Ultimate Guide to **CALL INTELLIGENCE**

INVOCA 



The Digital Marketer's Ultimate Guide to Call Intelligence

In a mobile world, consumers are omnichannel, and your analytics must be too. In this guide, you will learn everything you need to know about call intelligence: what customer and marketing insights it provides, how to integrate it with your marketing stack, and how to leverage the data to improve the customer experience and increase ROI.

GET A COPY

State of the Mobile Experience

Consumer data reveals the truth about our relationship with our phones



Put a Phone Number Everywhere

A business's phone number must be easy to find. If people need to get in touch with a company right away, 34% will only search for a minute or less before moving on to another company. 68% will only search for two minutes or less.



34%

will only search for a minute or less before moving on to another company.



68%

will only search for two minutes or less before moving on to another company.

13

State of the Mobile Experience

Consumer data reveals the truth about our relationship with our phones. In this new report you will learn the truth behind phone addiction, key trends in mobile purchasing behavior, and how phone calls fit in the new mobile experience.

[GET A COPY](#)

REPORT METHODOLOGY

Invoca analyzed 58 million phone calls, a representative sample of calls that ran through its platform from January 1, 2015 to December 31, 2015. The calls spanned over 40 industries. The top five industries in terms of call volume include:

- Insurance (*health, auto, and life*)
- Home Services (*cable/internet providers, home and garden services, etc.*)
- Financial Services (*credit repair, loan/mortgage, refinancing, etc.*)
- Education (*adult education, for profit universities*)
- Auto (*auto dealers*)

Sources:

- 1, 9 Adobe, Adobe Digital Index
- 2 comScore, The Role of Search in Consumer Buying
- 3 Google, The Role of Click to Call in the Path to Purchase
- 4 Salesforce, 2016 State of Marketing
- 5, 6, 7, 8 Invoca, The State of The Mobile Experience

About Invoca

Invoca helps the modern marketer optimize for the most important step in the customer journey: the phone call. With Invoca's Call Intelligence platform, marketers can get granular campaign attribution to understand why customers are calling, gain real-time intelligence about who's calling, and analyze what's being said in conversations. Marketers can put this data to work directly in the platform by automating the ideal customer experience before, during and after each call. With an ecosystem of over 30 technology partners, marketers can inject call intelligence into their existing technology stack, giving them the ability to orchestrate a true omnichannel customer journey. Invoca is backed by Morgan Stanley Alternative Investment Partners, Accel Partners, Upfront Ventures, Rincon Venture Partners, and Salesforce Ventures, and Stepstone.

EXPLANATION OF TERMS:

Online/Digital Channels: Any digital channel that is not designated specifically as "Mobile" falls under online channels. This includes email, search, display, and organic.

Mobile Channels: These are mobile-only channels used to target people on their mobile device. This includes mobile search, mobile display, and mobile apps.

Search: Paid search media that is typically purchased on a pay-per-click basis from platforms like AdWords and Bing.

Display: Banners running on websites, including retargeting. This media is typically purchased on an impression bases (CPM).