



## MISSED CALL SERVICE

Capture more sales leads



Missed call service is an engagement tool that enables inbound inputs from customers through a simple, free of charge phone call. The tool can be deployed in innovative ways to capture responses or queries and send automated messages to customers.

**Simple and Cost Effective** way of engaging customers.

**Effective Tool** which can be installed and promoted quickly to capture and respond to customers in less than 10 seconds.

**Wider Reach and Easy Integration** with SMS, IVR, OBD or Email as response to customers' interest.

**User Friendly Tool** that can be used by any customer without any technical expertise.

**Zero Cost Mechanism** enhances customer engagement.

**Quality Lead Generation** helps you capture high quality leads and increase your probability for sales conversions.

**Optimum Utilization of Resources** lets you focus on outbound calls to those who have indicated interest through missed calls.



## HOW DOES IT WORK?

- ▶ A Virtual Mobile Number (Missed call number) is published and displayed through various mediums such as billboards, banners, or Promotional SMS etc.
- ▶ When a customer dials the number, the call is redirected to Route Mobile's servers and is disconnected. The caller's details are captured in Route Mobile's systems.
- ▶ An automated response is then sent to the customer in the form of either a SMS, an IVR, or an actual phone call from a customer care executive.

