

Form Caller™

Turn website inquiries into supercharged leads by automatically calling every submission that business day.

Overview

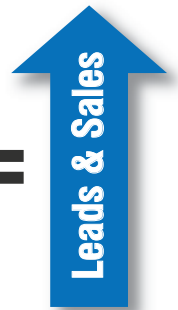
- **In a nutshell** – After you sign up to Form Caller, when a visitor to your site requests information via a web form, they will automatically receive a personal telephone follow-up from you (either voicemail or live call) that business day.
- **Turn inquiries into sales** – Supercharge the lead potential of your website with automated form submission follow-up by voice. Surprise visitors with your fast response! Exceed visitor expectations and turn more inquiries into leads and sales, with no ongoing headaches.. automatically!



Web Inquiry



Call that day



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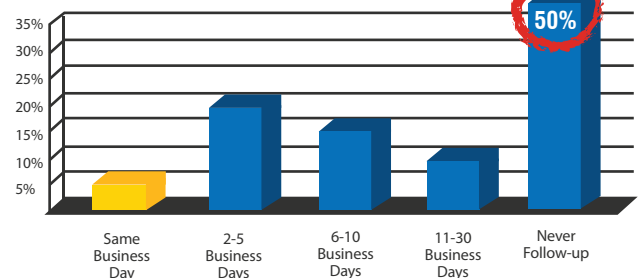
Why it works

- **You'll be faster than your competitor** – Studies show that only 5% of companies respond to inquiries on the same day. 20% respond within 2-5 business days, 15% respond in 6-10 business days, 10% in 11-30 business days and 50% never respond at all. By automating your inquiry follow-up by voice, you make an impression!
- **Immediately moves responders into nurturing** – When you sign up to Form Caller, you're using the power of a human voice to immediately move responders into the nurturing cycle.
- **Customized to content** – When your Form Caller is set up, it will be customized to your inquiry so that the content of the voice contact is relevant to exactly the form the inquirer responded to, as well as what answers they wrote down in the form.
- **Integrates seamlessly with your website** – Our experts will guide you through the simple process of setting up Form Caller to your form. Form Caller integrates with your website, company blog and independent landing pages.
- **Need a new form setup? No problem!** – We can set up new forms for you, or provide you with the code, to add new forms either on your site or hosted by Boxpilot with your look and feel.
- **Human control ensures intelligent filtering** – Don't waste time or money with "spam" inquiries. Our process ensures that each response is reviewed by a human (not a piece of software) to avoid wasting your resources on frivolous or malicious form spam.
- **Upgrade with automatic email follow-up** – An optional email (or stream of emails spaced-out over time) from the sender you designate can follow-up and reinforce your voice contact, lending additional impact and credibility to your response and easily directing your new prospects to additional content or contact options.

Benefits

- Converts more web leads into sales
- Increases interaction while interest still high
- Personalizes email auto-responders with voice
- Eliminates lead cherry picking
- Reduces disruption to sales/mktg workflow
- Easy to set up with no ongoing management
- Prevents unanswered inquiries
- Automatic reports at pre-set intervals
- Easy measurement of landing page impact
- Augment with Data Filler/Quick Lead Qualify

How long it takes sales reps to follow-up on inbound web inquiries (Study)



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