

Delacon Franchise Solutions

We'll help you turn every call into a sale.

Solutions for your franchise:

- Delacon Store Locator: Each caller is asked to enter his/ her postcode, and is transferred to the franchisee closest to his/ her location.
- Every caller reaches a live service representative. If the closest franchisee's line is busy, or the franchisee doesn't answer, we'll forward the call to a call centre.
- Customised menus: for example, we can install one set of options for existing customers and another set for new customers.
- Call tracking: combine Store Locator with Delacon's Phone Lead Alert.
 - Our reporting system lists details of every incoming call, whether or not answered by a franchisee.
 - When we're unable to transfer a call because the line is busy or the call is unanswered, a missed call notification is emailed to the relevant franchisee.
 - If a caller enters a post code but then hangs up, we'll notify the relevant franchisee so the lead can be followed up.
 - Even if a caller hangs up before entering a post code, we'll immediately notify you by email so that you can put the caller in touch with the correct franchisee.

For more information visit
www.delacon.com.au or call
us on **1300 990 999**



Franchise Solutions = Business Benefits:

- Phone Lead Alert is a great way to prove ROI on marketing expenditure: detailed call reporting allows franchisees to build a complete picture of the phone leads that the franchise's marketing campaigns are generating.
- Solutions that are easy to set up - no software installations required.
- Use our call tracking features to monitor lead conversion by location and know:
 - where you need to step up advertising;
 - where demand is high and an additional outlet could be profitable;
 - the real time response to promotional activity.
- Our easy-to-use web interface lets you manage locator settings and review call reports from your web browser.
- Call handling can be monitored by both franchisors and franchisees.

