

Delacon's Phone Lead Alert lets you track and document every single call that comes into your business, whether answered or not.

Not only does this allow your business to make the most of every phone lead, but it gives you essential insight into how the individual elements of your marketing strategy are performing.

The system is hosted entirely on Delacon's servers, securely located within a state-of-the-art data centre. No additional hardware or software is required.

Delacon: A leader in telephony technology

For over eight years Delacon has specialised in merging telephone and web technology to deliver solutions for the benefit of business. We provide the latest in telephony and VoiceXML-based technology to well-known organisations operating across the commercial and government sectors within Australia and overseas.

With Delacon, businesses can obtain highly innovative solutions without having to expend capital on expensive hardware or software.

For more information on Phone Lead Alert or to discuss your unique telephony requirements call Delacon today.

1300 990 999
www.delacon.com.au



Unleash the power of every advertising dollar.

Track every call to your business with Delacon's Phone Lead Alert.



Web analytics integration

View telephone traffic reporting via your web analytics platform and simultaneously analyse data on both web and phone leads.

Keyword monitoring

Discover the keywords entered by customers who use online search engines to find your business and then contact you by phone. What's more, Phone Lead Alert can report on the search engine chosen by a customer, and tell you whether s/he clicked through to your website from an organic or a paid listing.

Call recording

Record incoming calls and retrieve them easily through a secure individual login, or have them emailed directly to you.



If you want to:

- accurately calculate the Return on Investment for your marketing expenditure, whatever the medium;
- obtain a complete picture of the performance of your web marketing strategies;
- combat call abandonment via email notification of every incoming call;
- generate valuable lead lists for later follow up;
- know the source of a phone lead before you answer the call;
- access detailed real time call reporting; and
- promote and brand your service using the Delacon system features,

then you need Phone Lead Alert.

Instant call notifications

Our system can notify you of every call (whether answered or unanswered) via email or sms. We can tell you the time, date, outcome and duration of the call, as well as the telephone number of the caller. Thanks to Phone Lead Alert, you can follow up every missed lead and never lose another sale opportunity again.

Reporting

Delacon tracks every phone call, whether it's answered or not. Our system will generate easy-to-read detailed reports on your inbound calls, allowing you to accurately determine your marketing ROI so that you can make informed business decisions.

'Time of Day' routing

You can program Phone Lead Alert to transfer incoming calls to a landline number during business hours, and automatically to divert after hours calls to a mobile number.

