

Make more money. Make every connection count.

How responsive customer support can help you capture opportunities, strengthen relationships, and give your team more time to grow.

**Real people. Practical technology.
Support built around your business.**



THE OPPORTUNITY

Your next opportunity may start with a conversation.

Running a business means balancing customers, employees, suppliers, and daily operations. Staying available should help your business move forward, without pulling your team away from everything else.

Capture demand

Give prospective customers a helpful response when they are ready to connect.

Build confidence

Help customers get answers and understand what happens next.

Create capacity

Route routine requests and urgent calls so your team can focus on the work that needs them.

A missed call can mean a delayed service request, a frustrated customer, or an opportunity that goes elsewhere. A thoughtful response keeps the conversation moving.

Help customers. Build loyalty.

A helpful conversation can remove the uncertainty that stands between a customer and their next step.

Answer questions with context

Use your approved information to explain products, services, and common processes.

Support the next step

Help with order intake, appointment requests, or routing to the right person, based on your workflow.

Keep your team informed

Capture the details behind each request so follow-up starts with useful information.



Turn more inquiries into meaningful next steps.

Marketing creates interest. A timely, helpful response gives that interest somewhere to go. CMR can provide a live voice around the clock and collect the information your team needs to follow up.

01 Welcome the caller

Represent your business with the greeting and tone you choose.

02 Capture the essentials

Record contact details, the reason for calling, and your qualifying questions.

03 Connect the opportunity

Transfer the call, arrange the next step, or send the details to the right team.

Build a clear handoff from first contact to follow-up.

Keep service moving. Even after hours.

When a customer needs help, knowing who to contact next matters. CMR can collect service details and notify your on-call team according to your instructions.

Gather the right details

Capture the location, issue, contact information, and other required service questions.

Follow your escalation plan

Use your on-call schedule, urgency rules, and backup contacts to guide the handoff.



Give your people a consistent place to call.

Routine employee inquiries can interrupt a busy HR or operations team. A defined intake process helps information reach the right people while your team stays focused.

Attendance reporting

Record call-offs and send the details to designated managers using your reporting process.

Shift coverage outreach

Contact employees on your approved list when your workflow calls for help filling an open shift.

Benefits information

Share approved general information and direct questions about individual coverage or eligibility to the appropriate resource.

Applicant intake

Collect pre-employment information or ask your scripted screening questions, then deliver the responses in the agreed format.

Put repeatable processes to work for your customers.

When a process has clear questions, approved information, and defined next steps, CMR can help manage the conversation and organize the handoff.

Warranty and claims intake

Collect product and claim details, ask your qualifying questions, and communicate next steps based on your coverage rules. Route exceptions to your team.

Technical helpdesk support

Follow approved troubleshooting steps, document the issue, and escalate requests that need a specialist.

Custom information workflows

Capture the information your business needs and distribute it to designated staff through an agreed process and schedule.

What could missed opportunities be worth?

Start with your own numbers. This example estimates potential lifetime customer revenue associated with missed inquiries.

2

qualified missed inquiries / week

50%

assumed conversion rate

\$500

lifetime revenue / customer

\$26,000

**Potential lifetime customer revenue
from one year of missed inquiries**

2 inquiries x 52 weeks x 50% conversion x \$500 = \$26,000

Illustration only, not a forecast or guaranteed result. Revenue is not profit; customer value may be earned over multiple years. Actual results depend on lead quality, conversion, follow-up, and service costs.

Simple setup. Thoughtful connections.

The strongest support experience starts with a clear plan. Work with our setup team to align your call flow, information, and handoffs with the experience you want customers to have.

1

Define the experience

Choose your greeting, key questions, service hours, and escalation rules. Identify the outcomes that matter most.

2

Connect your workflow

Decide which integrations are needed and what information should move between systems. Confirm supported connections and access requirements.

3

Test and refine

Review sample scenarios with our setup team, confirm forwarding and notifications, and make sure the call flow matches your expectations.

Make room for growth.

Give customers a helpful response.
Give your team more time.
Give opportunities a next step.

**Let's build the support experience
your business needs.**

Talk with Call Management Resources

CallCMR.com | (800) 475-7300

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