

# Gain More Insight Into Your Sales Process with BDX Call Tracking

Now all listings are equipped with Call Tracking that allows you more visibility into the calls you receive off of our site! Another great BDX Listing benefit at no additional cost!

## How Does it Work?

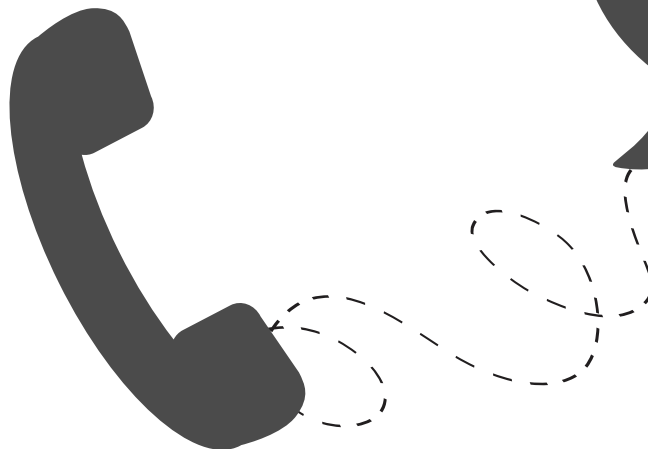
BDX Call Tracking integrates tracking phone numbers onto New Home Source and Move New Homes community and home details pages, giving builders greater insight into call volume as well as the actual conversations taking place.

## Benefits

- **Comprehensive Reporting**
  - Call Tracking captures total number of calls, caller ID, date, time and a recording of each calls.
  - These detailed analytics enable you to return missed calls, recapture lost leads and allow you to make smarter business decisions around your operations (i.e. Staffing and open hours).
- **Improve Sales Through Constant Monitoring**
  - Builders can hear what prospective customers are calling about and understand the most common questions or concerns.
  - Gain insight into how employees handle inbound calls and use recordings as an opportunity for training.
  - Legal compliance is handled. The caller and your sales team are automatically notified that the call is being recorded.

The screenshot shows a user interface for requesting a brochure. It includes a form with fields for Name, Email address, ZIP code, and a checkbox for 'I live outside the US'. Below the form is a 'Free brochure' button. Underneath, there is a section for 'Visit this community' with the address '5912 Guadalupe Turn Cove, Austin, TX 78738'. A 'Phone & Hours' link is circled in red, along with 'Map' and 'Save to favorites' links. At the bottom, there are buttons for 'Request an appointment', 'Get Preapproved', and 'Free Credit Score'.

Did you know?  
Inbound calls  
convert to  
revenue 10X  
more than web  
clicks!



# REPORTING

## Getting the Most Out of Call Tracking

- Call tracking performance reporting will be directly accessible from BDX Live.
- Each report will be broken down by community and will include the following:
  - Provisioned phone number
  - Total number of calls
  - Caller ID
  - Location
  - Date
  - Time
  - Call Duration
  - Call Recording

### Example Call Tracking Performance Report

Corp Name	Division Name	Community Name	Community City	Community State	Target Number	Tracking Number
BDX Homes	BDX Homes - Texas	Verona - The Hills	Manor	TX	8772756374	5127922668
BDX Homes	BDX Homes - California	Hillcrest	Fairfield	CA	8772756374	7072076798
BDX Homes	BDX Homes - North Carolina	Churchill Farms - The C	Harrisburg	NC	8772756374	7047536276
BDX Homes	BDX Homes - Texas	Riverstone Ranch - The	Houston	TX	8772756374	8324261046

Call Start Date/Time	Call Duration	Call Result	Call Recording URL	Caller Number	Caller First Name	Caller Last Name	Caller City	Caller State
10/7/2015 16:38	0:12:27	Connected	<a href="http://calltrackdata.com/">http://calltrackdata.com/</a>	555-123-4567	Maxine	Jones	Austin	TX
10/7/2015 12:54	0:01:33	Connected	<a href="http://calltrackdata.com/">http://calltrackdata.com/</a>	555-467-7564	Carl	Miller	Martinez	CA
10/6/2015 13:16	0:04:29	Connected	<a href="http://calltrackdata.com/">http://calltrackdata.com/</a>	555-680-4321	David	Johnson	Charlotte	NC
10/7/2015 16:15	0:01:35	Connected	<a href="http://calltrackdata.com/">http://calltrackdata.com/</a>	555-767-5517	Cecelia	Smith	Houston	TX

### Explanation of Call Results

- C Connected:** The call to the office was completed successfully.
- B Busy:** A busy signal was encountered while trying to connect to the office.
- N No Answer:** An attempt was made to connect to the office but the call was not answered.
- A Abandoned:** The caller hung up before the call was answered.