



Ask Dr. Omni, D.M.

What seems to be the problem today?

I am not sure how to track whether or not my direct mail campaigns are driving phone calls. My sales team doesn't always ask how a prospect found us, often making it hard to attribute where leads are coming from.

Doctor's Orders:

Omni DM will give you the enhanced ability to listen to recordings of each call, in case you ever need to reference it. This program can offer unique local or toll-free numbers that feed into your primary phone line and can track where the call came from and record the conversation to help understand how customers are handled to secure the business and to identify training opportunities for your team. The tracking will help you identify the phone calls you receive specifically from the campaign. I'm going to prescribe you Omni DM, where my RN (Resource Network) team will set you up with your trackable numbers.



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