

Reduce cost

Increase revenue

Marketing

Marketing

Operations

Operations

Sales

Sales

answer4u™

With a 9.8 / 10 rating on Trustpilot, Answer4u is one of the U.K's highest rated call centres. With clients from a wide range of industries, they specialise in virtual reception services, diary management, outsourced customer service, inbound telemarketing, and emergency call handling.

21%

increase in annual leads generated

54%

increase in net profit year-on-year





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Outcome

After past experience had taught Answer4u that not all call tracking providers could provide an intelligent platform and excellent service, they decided to partner with Infinity.

Infinity could provide detailed, granular, and actionable data, which led to these results:

- 21% increase in leads generated
- 26% increase in high-value calls
- 54% increase in net profit year on year
- 125% increase in budget for ad spend, justified and signed-off based upon Infinity data.

Answer4u are now using Infinity's call-recording feature to listen back on phone calls received and train staff to improve their customer service.

“Infinity has been a trusted and well-respected partner for Answer4u since 2013. During that time we’ve witnessed their industry status elevated from being one of the leading call tracking technology pioneers to now being universally considered within the marketing industry as the UK’s premier call tracking technology innovators.”

Darren McCowan
Marketing Manager

Technical Integration:





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Challenges

Answer4u's conversion rate over the phone had exponentially increased, but it had a lack of visibility on which channels were driving leads.

Ad scheduling strategies were based on guesswork due to limited visibility on peak searching hours.

Any new software needed to integrate with existing tech stack with minimal disruption.

Infinity solution

Infinity Call Intelligence provided data insights into which channels, down to key word level, were driving leads to the business.

Hourly segmented call reports identified high-levels of search and call traffic.

Infinity seamlessly merged with Answer4u's tech stack, mainly Google Ads.

New abilities

With clarity on the highest performing leads, Answer4u could optimise these channels and increase the amount of leads received.

Budget allocation has now increased due to accurate reportings compiled using Infinity data.

Now able to see all of their data in one stand-alone point of view.

