

inboundcall

THE NEXT EVOLUTION IN
LOCAL PRESENCE SOFTWARE

**CONVERT MORE WEBSITE
VISITORS INTO PAID
CUSTOMERS**

CASE STUDIES

FOUNDER'S NOTE

InboundCall is more than just an innovative method to provide your potential customers with a local number. We also give you tools to understand where your customers are coming from, and how many new customers you're reaching.

Local Numbers Build Trust

Did you know that providing customers with a local number double your conversions? Our software does just that with a few lines of code.

The Human Touch Still Counts

Even in the digital age, customers still want to call. 75% believe a phone call is the quickest method of communication. At least half still call even after a mobile search. Are you meeting your customer's needs?

Convert More Website Visitors into Paid Customers

Research shows the presence of a local phone number on a website nearly doubles conversions. Upon signup, we'll acquire hundreds of local numbers and selectively display them to your customers when they visit your website.

A DAY IN THE WEST

02

- Profit margins per booking increased 20%
- 1,000% increase in international call volume
- 15% improvement in website conversion rates

HAWAII VOLCANO HOUSE

03

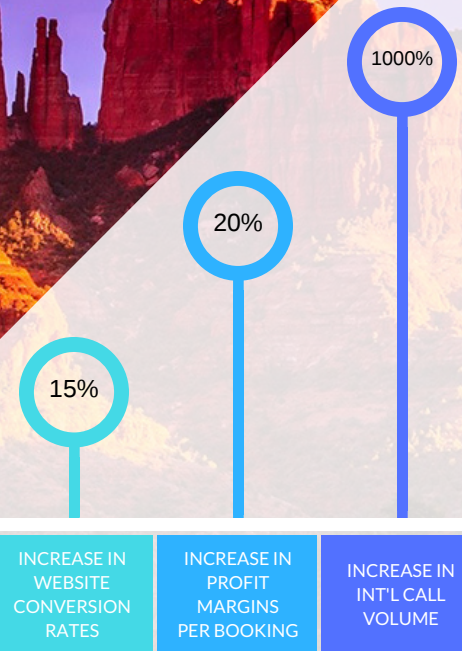
- 50% reduction in lost leads
- 20% increase in conversion rates
- Call volume doubled

DEATH VALLEY HOTELS

04

- Conversion up 10 percent
- Lost leads down 40 percent
- Tenfold increase in European call volume

A DAY IN THE WEST



THE PROBLEM

Sedona – the gateway to the Grand Canyon – is one of Arizona's most picturesque locales, offering a variety of attractions highlighting the area's richness in art, Native American heritage, and breathtaking scenery. A Day in the West Jeep Tours provides area visitors with a way to see it all, either on horseback or by jeep.

More than four million tourists visit the Sedona area annually from around the world, however A Day in the West was attracting primarily domestic tourists. Combined with an antiquated website, the company was missing out on a large segment of potential customers.

A Day in the West approached InboundCall looking for a way to diversify its customer base, hoping to attract some of the tens if not hundreds of thousands of international tourists that visit the American Southwest every year which so far, they had missed out on. Traditional methods to acquire more customers would have significantly increased overhead, limiting profit margins in an already competitive industry.

OUR SOLUTION AND THE RESULTS

InboundCall set up A Day in the West Jeep Tours with our international plan to attempt to address some of the issues the company was experiencing, including low conversion rates through its website. We set up A Day in the West with 10 international numbers to display to their website visitors as part 1 of a 2 part 12 month test. For part 2 of the test we added 5 more countries to their account. Call volume increased substantially as we increased the amount of countries the website could appear local in.

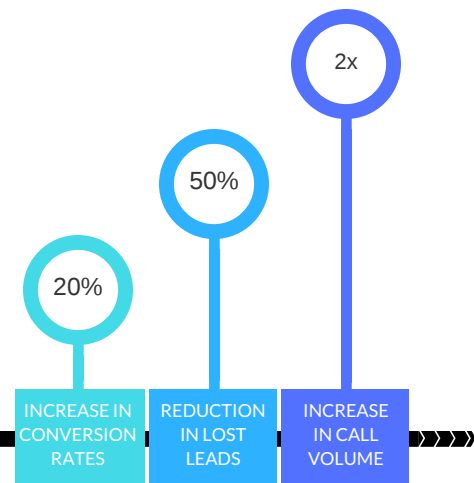
BY 'CUTTING OUT THE MIDDLEMAN,' A DAY IN THE WEST'S AVERAGE PROFIT MARGINS PER BOOKING ROSE BY AS MUCH AS 20 PERCENT.

Given the company's predominantly domestic customer base before InboundCall, the first area where InboundCall and a Day in the West looked for improvement was in the company's conversion rates from the US and Canada, the company's bread and butter. A statistically significant increase was noted in website conversions from these customers following the addition of InboundCall's code, thanks to the trust a local number provides.

Second, we watched for increases in leads from countries outside of North America. Over time, leads from Europe and Asia increased dramatically – in some cases ten times what they had seen before. With numbers for dozens of countries from both areas included in InboundCall's International plan, it was clear the service was having an effect on leads, and most importantly conversion.

Finally, A Day in the West benefitted from more direct bookings. Many of its bookings were coming from third-party brokers like Priceline and Expedia. By 'cutting out the middleman,' A Day in the West's average profit margins per booking rose by as much as 20 percent.

HAWAII VOLCANO HOUSE



THE PROBLEM

Nestled in a prime spot by the summit of Kiluea Volcano within Hawai'i Volcanoes National Park, Hawai'i Volcano House is the state's oldest operating hotel, first opening to visitors in 1941.

Volcano House attracts worldwide attention as a top-tier destination for visitors to the Big Island. It is the only public hotel within the Park itself, so there's no other way for visitors to get such stunning views of Kiluea outside of the park's normal operating hours.

The hotel approached InboundCall with a problem that exists for other hotels in high profile tourist destinations around the country. A significant portion of its leads (nearly half), were coming from outside the United States – many from China and Japan. Long distance charges were a problem for a large chunk of its potential customer base.

Customers would try to find ways around it by messaging Volcano House on social media asking for a callback. But without constant monitoring of these channels, the hotel found itself losing leads to other hotels around the Island. Many customers didn't want to incur charges just to ask simple questions about the property.

Most of all, Volcano House understood that local numbers generate more trust, so partnering with InboundCall was the smart choice.

OUR SOLUTION AND THE RESULTS

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DEATH VALLEY HOTELS



THE PROBLEM

Adventure travelers flock to Death Valley, a region in Southern California rich in history, heritage, and folklore. One of the region's premier destinations is Death Valley National Park, a 3.3 million acre protected landmark filled with massive sand dunes the size of mountains, below sea-level salt flats, and breathtaking sandstone canyons.

Within the park itself is Stovepipe Wells Village Hotel, an 83-room hotel that provides stunning views of the Mesquite Flat Sand Dunes and its surrounding mountain ranges. In such a prime location, Stovepipe Wells should have had no problem with attracting a global clientele. The data proved otherwise.

A significant portion of its leads were originating from within the United States. This means that Stovepipe was missing out on revenue from the more than one million tourists – a large portion of which come from Europe.

Stovepipe Wells Village contacted InboundCall to help them attract these high-value international tourists, many of which found the high international calling rates a barrier to contacting the hotel. With no international numbers to call Stovepipe on, travelers were forced to attempt to contact the hotel through e-mail and social media, which traditionally has lower conversion rates than the traditional phone call.

CONVERSION WAS UP 10 PERCENT, GENERATING TENS OF THOUSANDS IN NEW REVENUE (ESPECIALLY FROM EUROPE)– PER WEEK.

OUR SOLUTION AND THE RESULTS

Stovepipe Wells Village Hotel chose InboundCall's international plan to address its shortcomings in attracting international customers. In addition to providing local numbers for every European country, Stovepipe also gained access to over a hundred U.S. local numbers, and dozens of countries worldwide.

The effects were noticeable almost immediately. Month over month, call volume increased by as much as ten times in European countries like the UK, France, Germany, and Italy. Stovepipe also noticed statistically significant increases from other areas, including Australia and Japan.

Lost leads decreased by 40 percent, with a noticeable decrease in lead initiation online by international customers. Since international call volume was increasing at the same time, these customers were opting instead to call in, giving Stovepipe a better chance at conversion.

Conversion was up 10 percent, generating tens of thousands in new revenue (especially from Europe)– per week. As of the time of the case study, call volume continued to increase, with call volume at near-all time highs for the resort.