



Call Forwarding

By the end of this module, participants will be able to:

- Identify what Call Forwarding is
- Enumerate the benefits of Call Forwarding
- Retrieve Call Forwarding Reports
- Identify the benefits of Call Forwarding depending on customers' needs

What is Call Forwarding?

Call Forwarding is the functionality offered to customers where a 411Locals-provided number is placed in the customer's Pro Marketing Website and Listing for customers to use in calling for services or inquiries.

- The customer's personal phone number is safe from prying eyes on the internet, but will still receive phone calls forwarded by the Call Forwarding Number.
- The CF Number is a means for 411Locals internal system to trace where the calls are coming from.
- Call Forwarding Reports can be generated for 411Locals customers

The Benefits of Call Forwarding

- “This phone number will be unique and you will be able to keep track how many calls you are getting thanks to our services.”
- *(When using customer's personal number)*
“Your personal phone number will not be showing all over the internet. We are going to use only the CF number.”
- “When using the CF number, you can keep track of how many people are looking for you and you can see your impressive ROI with us!”
- “We can send you reports upon request on how many calls you received. If you missed any calls, we can tell you who that was from!”

The Benefits of Call Forwarding

- “By using a CF Number, at any point you want to, we can forward the phone number to any phone number that you want.”
- “By using a CF, in case you want to change the line you want your customers to find you, we do not need to change the information online and restart the whole optimization process (which could take a few months off the first page). You simply call us and tell us where do you want the customers to call you and we forward it there.”
- “When we use a CF, we can place a "Whisper" that would give a hint to you before you pick up. Let's say "411Locals", you'd know you got that customer form 411Locals. Amazing right?”

How to Check Call Fire Report

1. Go to “**More**” and click **New CF Report**.
2. Open **New CF Report**.
3. Enter *Call Forwarding Number* on the Phone Number field and click **Search**.

Trouble Ticket Upsale Offer Quality Assurance Adwords Sales

Call Forwarding Number: 2092030609

Create Call Forwarding Report New CF Report

Phone Number: 2062010130 ☒ To Number: ☐ From Number:

Duration: All

From:

To:

Search Reset

Adwords Details [More](#) ▾

- Area Expansion
- Retention rate percents
- Business
- Custom Web
- Company Alternate
- Fb Ad Details
- FB Ad
- Bing Ad
- Bing Ad Details
- Retention rate canceled
- Vici Dial Info
- Existing Listing Checker
- Lead Report
- Discounts
- Checker tool
- ROI calculator tool
- Callfire report tool**
- Callfire purchase tool
- Competitor tool
- Competitor tool
- Competitor tool
- Market

Call Forwarding


- On a different tab a url will pop out with the call forwarding report landing page. Click on Go!

Phone Number: ☒ To Number: ☐ From Number:

Duration:

From:

To:



Over 60s:	18	Less than 30s:	25
Over 120s:	12	Between 30s-100s:	11
Over 240s:	6	Over 100s:	13
Total:	18	Total:	69
		Transfers:	49

Results

[Download PDF](#)

From number	CF Number	Labels	Created
3184584896	3182312771	274064	2020-11-17 13:29:01
3184141182	3182312771	274064	2020-11-16 16:15:25
3184141182	3182312771	274064	2020-11-16 16:02:17
4074043240	3182312771	274064	2020-11-13 10:00:48
5044208003	3182312771	274064	2020-11-13 09:53:11
4074043240	3182312771	274064	2020-11-12 10:35:31
Anonymous	3182312771	274064	2020-11-12 10:33:32
3183477534	3182312771	274064	2020-11-11 16:05:26
Anonymous	3182312771	274064	2020-11-11 10:58:16
3182324497	3182312771	274064	2020-11-05 17:07:20
3183024754	3182312771	274064	2020-11-05 09:18:58

- You can trace each call attempt made on the number from the beginning of the Call Forwarding setup The Time and Date, Phone Number and length in seconds.
- If the customer wishes, you may request a report to be sent to the customer by sending a ticket to our technicians.

How to Check Call Fire Report

It will show you a **detailed summary** of the calls received from the Call Forwarding Number.

Over 60s:	0	Less than 30s:	13
Over 120s:	0	Between 30s-100s:	2
Over 240s:	0	Over 100s:	0
Total:	0	Total:	16
		Transfers:	15

Results

[Download PDF](#)

From number	CF Number	Labels	Created	Duration	
2062015233	2062010130	273966	2020-10-06 12:27:32	13	Calls
2064960249	2062010130	273966	2020-10-05 10:03:40	13	Calls
2064531964	2062010130	273966	2020-10-02 12:54:26	11	Calls
2064531964	2062010130	273966	2020-10-01 11:51:28	10	Calls
2063479459	2062010130	273966	2020-09-28 14:32:41	13	Calls
2063479459	2062010130	273966	2020-09-28 10:44:35	12	Calls
8152059188	2062010130	273966	2020-09-28 09:47:37	15	Calls
2063479423	2062010130	273966	2020-09-24 14:42:38	12	Calls
2063473968	2062010130	273966	2020-09-22 13:43:52	13	Calls
2063473968	2062010130	273966	2020-09-22 12:45:58	12	Calls
2068269695	2062010130	273966	2020-09-17 14:49:30	22	Calls
2068269695	2062010130	273966	2020-09-16 14:42:47	17	Calls
2066690918	2062010130	273966	2020-09-04 10:13:15	57	Calls
2066690918	2062010130	273966	2020-09-02 11:17:00	57	Calls
2062015075	2062010130	273966	2020-08-19 08:36:10		Calls
2062016862	2062010130	273966	2020-08-18 16:25:25	12	Calls



Call Screening Service

By the end of this module, participants will be able to:

- Identify what Call Screening Service is
- Enumerate the features and benefits of Call Screening Service
- Identify the processes if customer wants to remove Call Screening Service

What is Call Screening Service?

Call Screening Service will screen or filter the phone calls coming from the Call Forwarding Number.

- All New Customers will get a Call Forwarding Phone Number with a 30 days Free Trial Call Screening Service.
- A Call Screening Team in Cebu will receive all incoming calls for our customers during their first 30 days.
- If the call is a potential lead, the call will be warm transferred to our customer. If not, we will ask the caller to place the number they called on their internal do not call list.
- Following the end of the 30 days, customer will have the option to continue with the service or not and can keep the Call Forwarding Number.

Call Screening Service

Price:

Set-Up Fee: \$11.99

Monthly Recurring Fee: \$55.99

Feature:

- Designated Call Protection Team to receive all incoming calls
- Send potential leads thru SMS if business owner is not available
- Filter phone calls, especially telemarketer phone calls
- Block telemarketer phone calls
- Free Trial for the first 30 days

Benefits:

- It will show your potential customers that you are an established and professional business
- No missed opportunities for the business
- Business owner will not do any secretary tasks
- **Outsourcing call answering** can save as much as 60% of the cost of an in-house receptionist.
- Reduce waiting time for callers

CPT Leads Tab

Shows a list of potential leads information sent by Call Protection Team coming from the Call Answering Service.

General	Deals	Trouble Ticket	Upsale Offer	Quality Assurance	Adwords Sales	Account Receivable	Adwords Accounts	CPT Leads	Tech	Winback
+ CPT Leads										
⚙	ID	Name	Created by	Created on	Responsible person	Stage	CPT List	Lead phone number	Lead Name	
≡	6615	CPT Leads #6615	Lee Gomez	11/22/2022 10:18:08 pm	Lee Gomez	<div><div></div></div> Sent Leads	Listing	2522927340	Jerry Harper	
≡	6153	CPT Leads #6153	Gracie King	11/22/2022 12:55:40 am	Gracie King	<div><div></div></div> Sent Leads	Listing	2523154633	Tasha	
≡	4989	CPT Leads #4989	Jules Colver	11/17/2022 11:15:42 pm	Jules Colver	<div><div></div></div> Sent Leads	Listing	2523999922	Harold	
≡	4316	CPT Leads #4316	Maria Lopez	11/16/2022 09:58:57 pm	Maria Lopez	<div><div></div></div> Sent Leads	Listing	2523730374	Cory(follow-up)	
≡	4211	CPT Leads #4211	Lily Bennett	11/16/2022 06:21:00 am	Lily Bennett	<div><div></div></div> Sent Leads	Listing	2527875180	Cory	

If customer wants to remove a Call Screening Service Free Trial

1. Resell the value.
2. Create ticket to Call Fire Support
3. TT Type “ Remove Call Screening “
4. Ticket description “ **Please remove Call Screening & route all incoming calls back to the customer’s main line (Phone Number).** “

Note: Properly inform customer that we will no longer filter the phone calls. Customer will be receiving all incoming calls from the call forwarding number.

If customer wants to cancel a Paid Call Screening Service

1. Resell the value and attempt to save.
2. If customer still insist, create Retention Ticket and transfer to Retention Department.



Questions?