

# Large enterprise marketing department leverages call analytics to redefine and improve campaign targeting.

## Situation

Having multiple products and services to market, the marketing department often relied on outsourced market intelligence. However, these tended to focus on universally accepted trends and market drivers. It didn't quite deliver the unique-to-company insights that this marketing dept was looking for.

The Chief Marketing Officer was looking for a solution that could help them gather insights from within their own customer base. Having these internal insights would greatly improve targeting for their customer focused campaigns and advertising based on what showed up in conversations every single day and what audiences mattered most. What were customers saying? How were they experiencing the product or service? Where were they losing out to competitors? Who was involved in those conversations?

## Use Case

- Customer journey insights
- Improved Marketing ROI
- Drive campaign direction
- Identify buying triggers and events
- Next best offers

## Solution

With CallCabinet call analytics and compliant call recording already deployed across their organization, they had an unexpected source for this highly valuable information. In consultation with CallCabinet, customized dashboards were created to visualize the conversation data from their sales, service, support and contact center departments into actionable marketing intelligence.

Now being alerted, in real-time and through the dashboard reports, to customer sentiment and emotion, next best offers, buying/selling hurdles and opportunities, the marketing department could quickly adjust and improve on marketing outbound programs and produce elevated return-on-investment – efficiently navigating changes in their market and drive campaign direction with clear customer journey insights.

