

CallRail

Opening the door to better data:

How Lake Washington Windows
& Doors saves 14 hours a month
with CallRail & RingCentral



Lake Washington Windows & Doors, a trusted name in home improvement in the greater Seattle area, has earned a reputation for quality craftsmanship and exceptional service. But as digital marketing grew more complex, the company partnered with Clarity Online SEO to elevate their presence through SEO and paid media.

To bring more visibility into lead sources, Clarity Online SEO implemented CallRail, giving the marketing team much-needed insight into which campaigns were driving calls and form fills. However, as call volume and ad spending scaled across platforms like Google, Facebook, and Microsoft Ads, it became clear that the manual process of connecting calls to conversions across RingCentral, CallRail, and Lake Washington's CRM was breaking down.



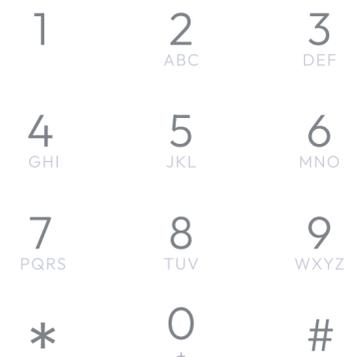
Henry Romero
Atlanta, GA

Saw your promo mailer and
wants to get a quote.

CallRail



RingCentral



Solving the attribution puzzle

As part of scaling its marketing efforts, Lake Washington Windows & Doors and Clarity Online SEO had already built a solid attribution foundation. With CallRail and RingCentral connected to platforms like Google Ads, GA4, Microsoft Ads, and HubSpot, they could see how form fills were performing and optimize campaign spend accordingly. It was one of the key reasons they'd selected CallRail over competitors – the breadth of integrations and its reliability.

But phone call attribution lagged behind, still requiring customer service reps to manually match calls to campaigns across RingCentral, CallRail, and their CRM. Reps toggled between RingCentral and CallRail, manually looking up phone numbers, matching them to campaigns, and logging that information into the CRM. This process wasn't just time-consuming; it was error-prone.

“Our CSRs would go into CallRail and search every single phone number after a call came in,” recalls Shane Griffiths, owner and CallRail agency partner at Clarity Online SEO. “The data wasn't accurate. It was a lose-lose.”

Up to
30%

of inbound leads were inaccurately tagged, leading to wasted ad spend and unreliable reporting. Meanwhile, Shane was spending hours each month manually auditing spreadsheets to reconcile lead source data.

Audrey Sommer, Marketing Manager at Lake Washington Windows & Doors, found the attribution blind spots particularly frustrating.

"You can't just spend millions of dollars blindly. You have to know how that's working for you."

–Audrey Sommer,
Marketing Manager at Lake
Washington Windows & Doors



It was clear the team needed a more automated, accurate system to close the loop when tracking call attribution.

From manual workarounds to seamless integration

The turning point came when Sommer discovered that CallRail offered a native integration with RingCentral, their primary phone system. Recognizing an opportunity to streamline workflows and improve attribution, she championed the integration as a low-lift, high-impact way to unify their marketing tech stack.

"I'm a big fan of integrations... It makes your process flows more efficient," explains Sommer.



Once implemented, the integration brought CallRail source data directly into the RingCentral interface, allowing customer service reps to see the marketing source of each inbound call in real time — no manual lookups, no toggling between platforms, and no guesswork.



"When the CSR answers the phone, the marketing source shows up right then and there... it makes their job easier, it makes my data better."

–Audrey Sommer, Marketing Manager
at Lake Washington Windows & Doors



Data-driven, streamlined, and confident: A marketing transformation

Once the CallRail + RingCentral integration went live, the impact on Lake Washington Windows & Doors was immediate and measurable. Customer service reps no longer had to manually search for call sources — those details now appeared instantly within RingCentral, eliminating several steps from each interaction. The time savings added up quickly.

“Both of our customer service reps (CSRs) save a combined 100 seconds per call that comes in with the new integration. On average, we can save 14 hours per month from the new integration.”

–Audrey Sommer, Marketing Manager
at Lake Washington Windows & Doors



But the transformation didn't stop with day-to-day operations, it enabled a new level of confidence in marketing data. With call source details unified in a single view, reporting became faster, cleaner, and more trustworthy.

“We've been able to reconcile the data between the two systems,” said Sommer. “This saved us time going into both systems and saved us data processing time, because it now shows us all of our call data in one place. This allows us to make faster and more informed decisions about our business operations.”

What was once a fragmented process now gives the team real-time visibility and the clarity to optimize campaigns with confidence.



Time saved, data trusted, and decisions improved

By integrating CallRail with RingCentral, Lake Washington Windows & Doors achieved meaningful gains in operational efficiency, data trust, and strategic agility. Here are the most significant results:

- **14 hours saved per month** by CSRs, thanks to the elimination of manual marketing source lookups.
- **3 hours saved per month** because they no longer needed to audit and correct misattributed call data.
- **30% drop in attribution errors**, bringing miscategorized leads down to nearly zero.
- **Inbound and outbound call data are unified** in CallRail, enabling seamless reporting and full visibility across call sources.
- **Faster, more informed marketing decisions**, backed by accurate attribution and clean data.
- **Streamlined cross-functional workflows**, allowing CSRs to focus on customer service instead of tracking campaign sources.



"Now we don't have to choose between seeing all calls or getting attribution. We have both."

– Shane Griffiths,
owner of Clarity Online SEO

Clarity
Online Marketing + Analytics

These improvements not only freed up time but also increased trust in the data, enabling smarter campaign optimization and stronger collaboration between marketing, sales, and service teams.

Just as importantly, this foundation sets the stage for what's next: deeper integrations with Salesforce and HubSpot, support for multi-channel attribution, and expanded AI capabilities — all part of CallRail's 2025 product roadmap. With the right systems now in place, Lake Washington Windows & Doors is better equipped to scale efficiently and confidently in a competitive market.

salesforce

HubSpot

Make every call count — automatically

Experience the power of seamless attribution, streamlined workflows, and data you can trust.

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