

# WHY TRADITIONAL VOICE CALLING STILL MATTERS IN THE DIGITAL AGE

In a world dominated by digital communication, the significance of traditional voice calls cannot be overlooked. Let's understand why businesses continue to rely on voice technology and its invaluable benefits.

## BUSINESS INFLUENCE

- **Personal Touch:** Voice calls offer a human connection that digital tools lack, fostering stronger relationships.
- **Lead Conversion:** Phone calls convert revenue 10 to 15 times more than web leads, demonstrating their effectiveness in driving sales.
- **Customer Satisfaction:** Over 75% of small businesses find that customer interactions start with or escalate to voice calls, highlighting their role in enhancing satisfaction.



Source: Hiya report (State of the call 2024)

## INSTANT PROBLEM SOLVING



- **Real-time Solutions:** 90% voice calls provide immediate response addressing customer queries promptly and enhancing satisfaction.
- **Loyalty Boost:** Customers who receive fast responses regarding their customer service issues are more likely to remain loyal customers.

Source: Hubspot report (70 Customer Service Statistics to Know in 2024)

## CONNECTION & PERSONALIZATION

- **Catering to All Demographics:** Voice calls cater to a wide audience, including older demographics reliant on traditional phone communication.
- **Customer Expectations:** 82% of US consumers desire more human interaction in future interactions, emphasizing the importance of personalized service.





## CUSTOMER RELATIONSHIP MANAGEMENT:

- **Enhanced Customer Experience:** Voice technology aids in effective CRM, fostering loyalty and repeat business through personalized service.
- **Higher Satisfaction:** Businesses that prioritize customer service via phone typically see higher satisfaction rates, as customers appreciate the effort

## HOW CAN CLEARSPAN HELP?

We bridge the gap between cloud and traditional communication solutions, ensuring seamless integration for enterprises. By combining the reliability of traditional calls with the flexibility of cloud-based systems, Clearspan empowers businesses to optimize their operations and enhance customer experience.



# Let Clearspan Amplify Your Business