Using Invoca call tracking & analytics to understand the customer journey and increase marketing ROI

Results at a Glance

50%
Increase in
conversion rates

100%
Higher call volume

50%
Decrease in CPC

This is the story of a healthcare organization's drive to use data to increase marketing ROI across every channel.

THE MISSION

While marketers in the healthcare industry face some unique challenges, becoming more data-driven is just as imperative as it is for any other marketing marketing team. Recently, the marketing team at Dispatch Health, a provider of in-home urgent care services as an alternative to ER visits and non-emergency 911 transport, was in such a position.

When Andrea Pearson came on board with Dispatch Health as the new CMO, her goal was to be able to measure every marketing action from every channel. "Whether that was a business meeting with a senior living community or a postcard mailing with an accountable care organization, we wanted to be able to tie that volume back and understand how that channel and specific tactic were working, and what we should be doing to optimize it," she said. "And we had no way of doing that with phone calls."

"Phone calls were a huge blind spot for us and we could only guess what might be driving them. But I wasn't interested in guessing, I needed data to make the right decisions."

THE CHALLENGE

It's common for healthcare consumers to look for service providers online, but more often than not, they end up calling to get more information or schedule appointments. When people are making decisions about their health, the comfort and empathy that they get from talking to a real person is essential for making them comfortable with choosing a provider.

As the marketing team began to see the payoff from focusing on data, measurability, and attribution in their digital marketing efforts, they saw one key channel lagging behind—the phone. Since many of their customers end up converting on the phone, that was a huge problem. "Phone calls were a major blind spot for us and we could only guess what might be driving them," Pearson said. "But I'm not interested in guessing, I need data to make the right decisions."

THE RESOLUTION

"Invoca has helped us across all channels to understand how to educate, segment, and provide all the information someone needs so that on the day someone needs our help, it's a really efficient phone call."

Pearson saw that the Dispatch Health marketing tech stack was incomplete without a call tracking and analytics solution. Invoca was key to:

Personalizing Marketing Messaging
Invoca provides a granular level of information that allows the marketing team to adjust messaging to fit each audience. "A Medicare Advantage member and a young mother with a five-year-old with a spiking fever need different information, and we're able to get that by listening to those calls," said Pearson "Now we can optimize a particular mailing or the digital landing page or even on some of our social media outreach in addressing needs for various segments of population."

Boosting Conversion Rates Across Channels
Within 90 days of implementing Invoca, Dispatch Health was able to convert 50 percent more consumers. The call data was key to improving not just call conversion rates, but also on their website and requests made from other digital channels. Using call data from Invoca, the marketing team was able to improve effectiveness of everything from ad copy and landing pages to the actual handling of the phone calls.

Improving Customer Experience
People who call Dispatch Health may have an immediate need for an urgent care provider, so they want to speak to someone quickly. Using Invoca data, they were able to see that the faster a caller was connected, the more likely they were to become a customer. Using Invoca's custom call routing, they are able to automatically direct calls to the right representative depending on what campaign drove them to call, whether or not they are a repeat caller, and other factors.
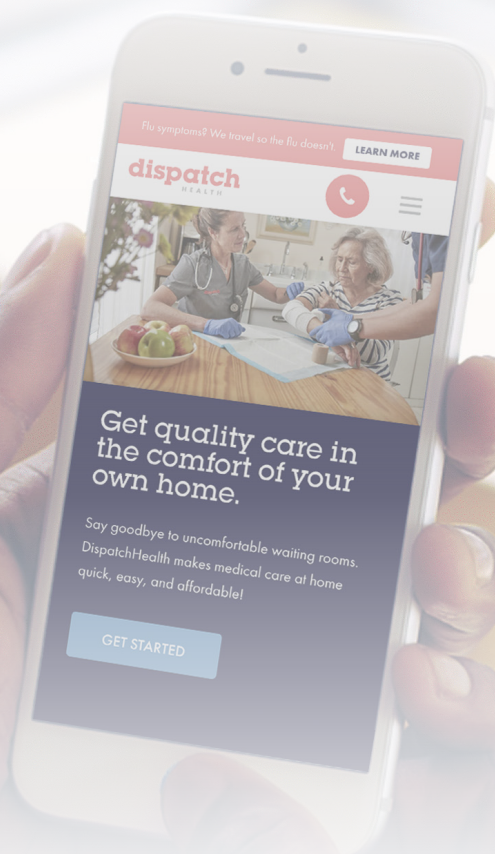
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Learn more about how leading marketers are
using call intelligence to drive revenue at invoca.com/customers.

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