



**Overview** Call Track-10 is a call-monitoring system that tracks and measures all phone calls generated by your advertising. You get 10 national toll free numbers that you assign to your traditional advertising media (e.g. newspaper liners, direct mail, radio ads, billboards, etc.) Then, this easy-to-use sales tool will allow you to monitor, record and view information about your prospective customers in real time, while they're on the phone with you!



**BENEFITS**

- **Identifies where your calls are coming from in real time** so you know who's on the line before you even pick up the phone.
- **Maximizes the effect of your advertising dollars** by measuring how many prospects are generated by each advertising medium. You are able to create reports to easily determine which advertisements are most effective. These reports can be automatically emailed to you.
- **Generates more referrals by capturing every call you receive.** Call Track-10 also matches real-time demographic information on callers, when available.
- **Enters phone referrals with customer data automatically into your CRM** or lead manager, eliminating manual data entry and allowing you to maximize your sales opportunities.
- **Records calls for training purposes,** allowing you to coach your team and improve selling and service skills.

**RESULTS**

**Lower cost-per-sale!**

Call Track-10 measures the results of your advertising campaigns and allows you to select media buys with the best ROI... ultimately lowering your cost-per-sale.

**More referrals!**

Every phone call you receive will be tracked and automatically entered into your lead management tool.

**Improved sales and service skills!**

# Call Track-10

Call Track-10 is a powerful tool that allows you to track and measure your advertising effectiveness. To start taking advantage of this functionality, go to [www.forddirect.com/calltracking](http://www.forddirect.com/calltracking) and enter your username and password. If you do not know your username and password, call the FordDirect Dealer Assistance Center at 866-550-7812.



Telephone Number Administration Page

## Getting Started – Assign Toll-Free Numbers

You will need to give your toll-free numbers labels and decide where you want the numbers to ring to. To navigate to the admin section, simply click on the Navigation tab located on the top of your screen in the yellow navigation bar.

Click on toll free number administration and then on the toll-free number you want to edit. The Telephone Number Details page will appear.



Telephone Number Details Page

Click in the Ring To box and enter the phone number you'd like that advertising source to ring to. For example, a direct mailer with a service offer would ring to the service department; or your Internet ad would ring to the Internet department.

Then click in the Number Label field across from the Ring To Number and name the number, e.g. Service Mailer, AutoTrader, WJR ad, etc. This will allow you to easily identify where calls are coming from.

To view reports on your calls, click on the yellow tab called Reports located on the yellow navigation bar on the top of the page.



Reports Page

To view a report, simply enter a start and end date and click the type of report you'd like to view.

Additional training information and live support is available on the [forddirect.com/calltracking](http://forddirect.com/calltracking) website under the links on the left side of the My Callbright page (the page you see when you log in to [www.forddirect.com/calltracking](http://www.forddirect.com/calltracking)). Or call the FordDirect Dealer Assistance Center at 866-550-7812.

