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5 ways tutoring centers can get the most out of inbound phone calls

The global market for private tutoring services is forecast to reach $227 billion by 2022[1]

Marketers of tutoring centers rely on digital campaigns to drive leads to their business. Many of these digital ads have phone calls as the next step.

So, what happens at your business once a potential customer calls? Call Analytics can provide an answer to this and several other call-based questions.

Here are 5 actions tutoring centers can take using insights from call data.

1 Optimize high-performing channels

All channels are not created equal. Some ads and channels will likely be more effective than others. Understand what works and restructure your media budget for best results.

2 Address issues in inbound call routing

Call Analytics can show how many minutes a customer is on hold, how many calls are abandoned by the caller and where calls get dropped. Understand the weak spots in the phone journey and address them.

3 Provide an excellent customer experience

You know where your calls are coming from and have streamlined the phone journey for success. Now, learn what happens on *each call* to improve the outcome of each opportunity.

4 Improve call scripts to better connect with callers

Learn what key words and phrases correlate to a high conversion rate and include these words in agent call scripts to help guide the conversation.

5 Measure agent adherence to approved scripts

Learn how well agents perform against the approved scripts and provide training to further enhance outcomes.

Marchex Call Analytics can help your tutoring center turn more callers into customers.

[1] Private Tutoring: A Research Brief (Global Industry Analysts, Inc.)