

THE IMPORTANCE OF CALL TRACKING

CASE STUDY : TATA CAPITAL





"Waybeo allows us to focus on attracting customers from the right channel and aligns our marketing and sales funnels so that we can convert leads at a higher rate"


**ROHIT KRIPALANI
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TATA CAPITAL**

ABOUT : TATA CAPITAL

Tata capital is a well-known financial service provider of the Tata group, and one of the top-rated financial institutions in India. It offers financial products such as consumer loans, mutual funds, and insurance.

The logo for Tata Capital is displayed on a blue square background. The word "TATA" is written in a bold, white, sans-serif font. Below it, the word "CAPITAL" is written in a similar bold, white, sans-serif font. A thick yellow horizontal line is positioned directly beneath the word "CAPITAL".

**TATA
CAPITAL**

The background of the slide is a blurred image of a person's face and hands. The person appears to be wearing a dark jacket and has their hands raised near their face, possibly in a gesture of surprise or excitement. The lighting is soft and warm, creating a bokeh effect with out-of-focus light spots. The overall tone is professional yet approachable.

The Marketing Team within Tata Capital business unit focuses on two key goals - Acquiring qualified leads across marketing channels and building a fast reliable model for the sales team.



Recognizing the need for an innovative marketing platform, Tata Capital evaluated several offerings and adopted Waybeo, which provided them full visibility into conversions - both online and offline

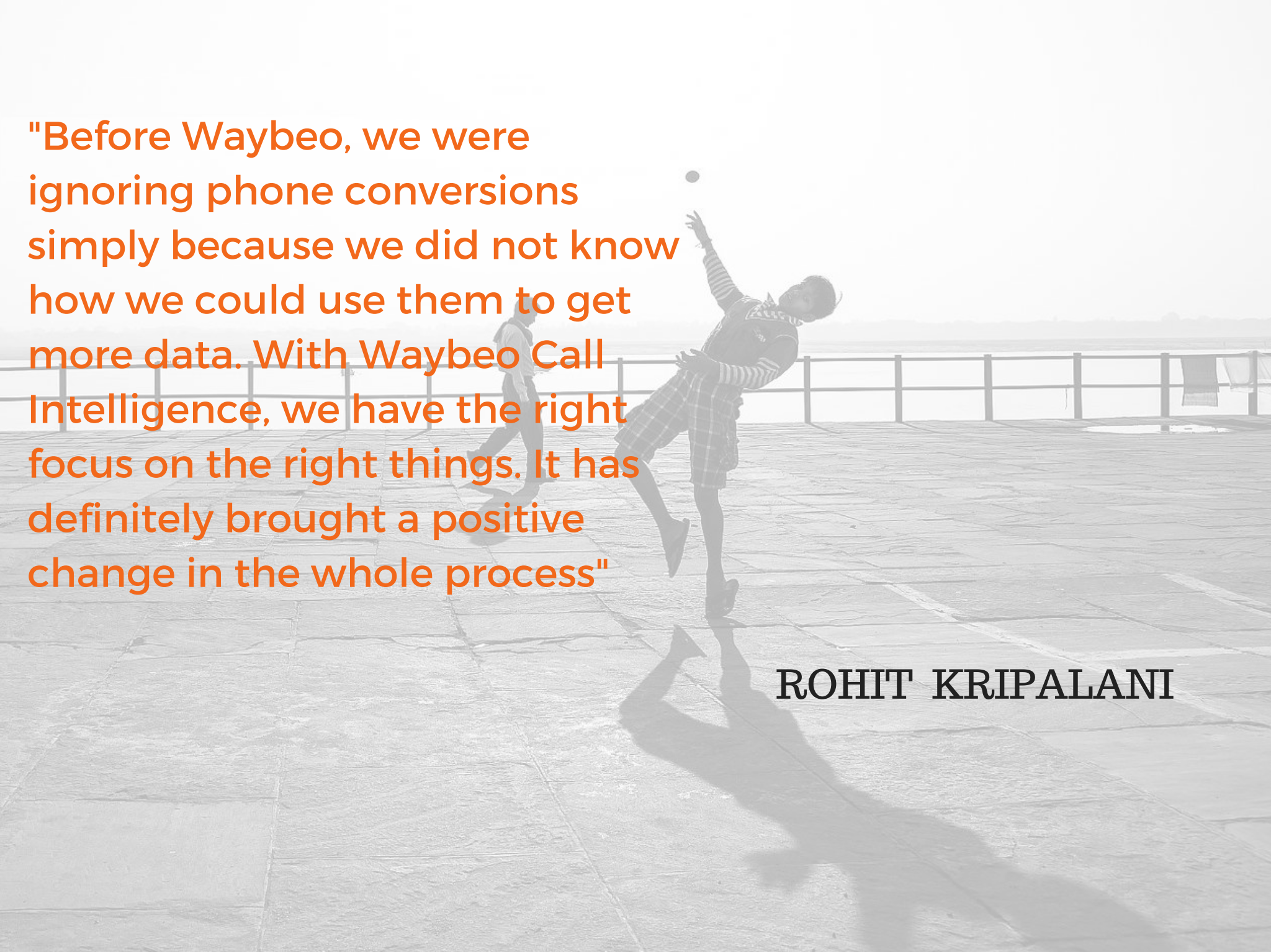
The biggest worry for the Marketing team came up the day they realized that many conversions were happening over the phone - OFFLINE - and they had no clue about where these customer calls were originating from!



If only they knew the source of these hard-earned customer calls, they could have converted at a higher rate

Tata Capital's Marketing Team has knowledge about exactly which campaigns and channels are generating high ROI. By bringing more insights to the table, their marketing team are more driven by data.

Ultimately, it helped us in driving more qualified leads from paid ads as well.

A person in a striped shirt and plaid shorts is captured in mid-air, reaching up to hit a shuttlecock on a rooftop badminton court. The court is paved with large square tiles and has a metal railing around the edge. In the background, another person is walking, and the sky is bright and hazy. The overall scene is in grayscale, with the text overlaid in orange.

"Before Waybeo, we were ignoring phone conversions simply because we did not know how we could use them to get more data. With Waybeo Call Intelligence, we have the right focus on the right things. It has definitely brought a positive change in the whole process"

ROHIT KRIPALANI