



For Immediate Release

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800response Announces New Call Tracking Feature to Help Customers Categorize Incoming Calls by Employee and Monitor Workforce Performance

BURLINGTON, VT – August 1, 2013 - [800response](http://www.800response.com), the leading provider of vanity 800 numbers and web-based [call tracking](#), announces the release of a new Employee Codes feature, designed to enhance their existing call monitoring services.

Employee codes are unique three-digit numbers used to tag inbound calls, allowing businesses to categorize, filter and monitor their phone calls by individual employees or departments. The new tracking feature helps businesses conduct employee performance reviews, train new and existing employees, and categorize their calls by department or product code.

“Our customers, like many businesses, are continually monitoring, evaluating and making improvements to the customer experience they deliver. Using unique tracking codes to segment calls by specific employee or department allows them to identify the employees that may be in need of additional training in order to address customer objections, for example,” says Laura Noonan, vice president of marketing at 800response. “Employee codes also let our customers confirm which employees are providing exceptional service so they can reward them and use their methods of handling customer calls as examples to follow for others,” says Noonan.

Improving the customer experience is a trending topic for businesses today, with research* showing that two-thirds of consumers would be willing to spend approximately 13 percent more money with a company following an excellent customer service experience. In comparison, 55 percent of customers would cease buying from a company that provides poor customer service.

“The release of our new Employee Codes feature is a natural extension of our call monitoring services, and we are pleased to continue providing our vanity 800 customers with leading advancements in call tracking and monitoring solutions,” says Noonan.

800response's new Employee Codes feature complements the already robust suite of call tracking and monitoring services the company provides, ranging from addresses and demographic profiles of callers to real-time missed call alerts, and call recording with speech analytics.

About 800response

800response maintains the widest selection of vanity 800 numbers available today, and offers these dynamic advertising tools to increase response rates and improve ROI for businesses in North America. Services include a sophisticated Call Routing platform, real-time Call Tracking reports, and Call Monitoring services like Call Recording and Missed Call Monitor. For more information, visit <http://www.800response.com>, or call 1-800-NEW-SALE.

**The 2012 American Express Global Customer Service Barometer*