



Ever question the results you are receiving from your call center? Do you feel your advertising is generating more response than is being reported? You're not alone. Call centers often report on the amount of calls they answered, not what they received. Fewer calls reported are often better, so lead and order conversion is higher.

Watchdog™ was created by Patriot Communications to prove to advertisers that call response is actually greater than thought, and to show that calls are coming in, but call centers fail to answer and/or accurately report. Consider Watchdog™ as your independent auditor.

**Example:** If your ad generates 100 calls and 70 are answered by agents, that's a 70% completion rate. Say 50 calls convert into orders - 50%. But, if your call center only reports that 70 calls were received and answered, then their sales conversion rate is much higher at 72%.

### How it Works

Toll-free calls are routed through Patriot's Watchdog™ network, where Watchdog™ captures valuable information, including:

- Advertising lead source
- Call disposition (answered, busy, ring-no-answer, abandoned, etc.)
- Caller's telephone number
- Caller's name and address

Calls are seamlessly routed to your designated call center(s), bypassing queues, while tracking results from inception to hang-up. There is no latency, nor is the caller or agent aware that Watchdog™ is tracking the call. Watchdog™ reports are compared daily to call center data to adjudicate results.

Watchdog™ offers you greater vendor management control. You manage routing allocation to your call centers, while implementing disaster recovery, business continuity and increasing your campaign ROI.

### Added Measures

Inbound calls can be digitally recorded so conversations (or lack thereof) can be listened to online. The entire call is recorded, including ringing and caller comments, while waiting for an agent to engage. You'll hear if calls connected, failed, or were not answered by agents.

Patriot can quickly deploy PhoneTouch™ to re-contact callers that hung-up or got disconnected for a "second chance," confirm order status, or even offer customer experience surveys.

### Immediate Reporting

You can review real-time call activity and query reports, campaigns, time periods or media of particular interest via our online reporting.

### About Patriot Communications

Patriot is a leading provider of on-demand interactive telecommunications services, database management and Internet solutions. Patriot operates a state-of-the-art communications network that hosts an array of feature-rich enhanced IVR services, dealer locator applications and telephone message broadcasting.

Patriot's web-based reporting tools allow customers to interact with their consumer data and access sales, marketing and demographic information. In addition, Patriot offers traditional media, telemarketing, and direct marketing services. For more information, please call 1-888-833-4711, or log on to [www.patriot.com](http://www.patriot.com).

**"Watchdog is an outstanding tool. The results for us were immediate. We are now able to easily and efficiently monitor all of our call centers' activity while we dial in our creative message and our media. Since we made the call centers aware that we had a level of reporting above their own, our order conversions increased more than 50%."**  
Jason Miller – Method Films