

Call Insights on carehome.co.uk



Using Call Insights to Improve Enquiries & Conversion

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Call Insights

Are you making the most of Call Insights?

What we will be covering today...

- Why Call Insights matters
- How it works
- Key features
- Industry-focused analytics
- Turning insights into action

Over 5,000 Care Homes have activated Call Insights

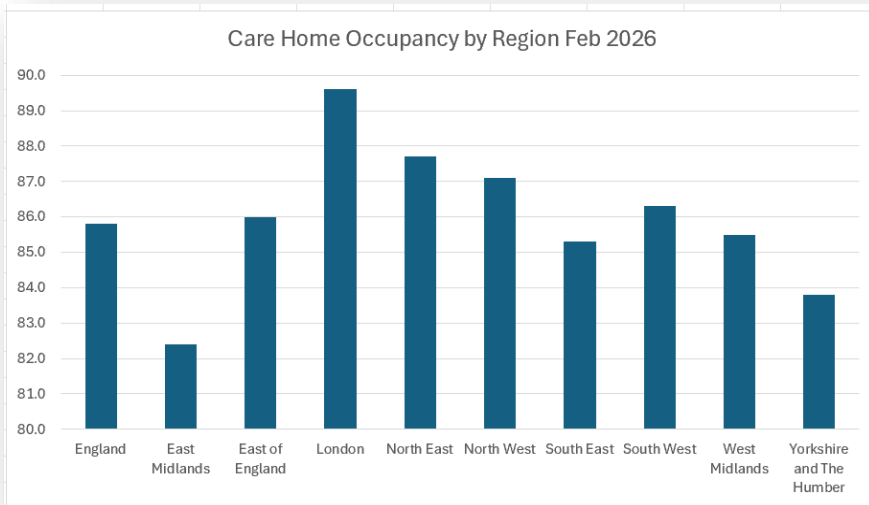
8 in 10 Care Homes

This is what some of our clients are saying about it...

“Call Insights helped us identify gaps in our enquiry process, reduce missed calls, and create a smoother, more seamless experience for care enquirers.”

“The data from Call Insights helped us improve our enquiry process and showed us where our care enquiries were coming from.”

What Care Enquiry Data Reveals

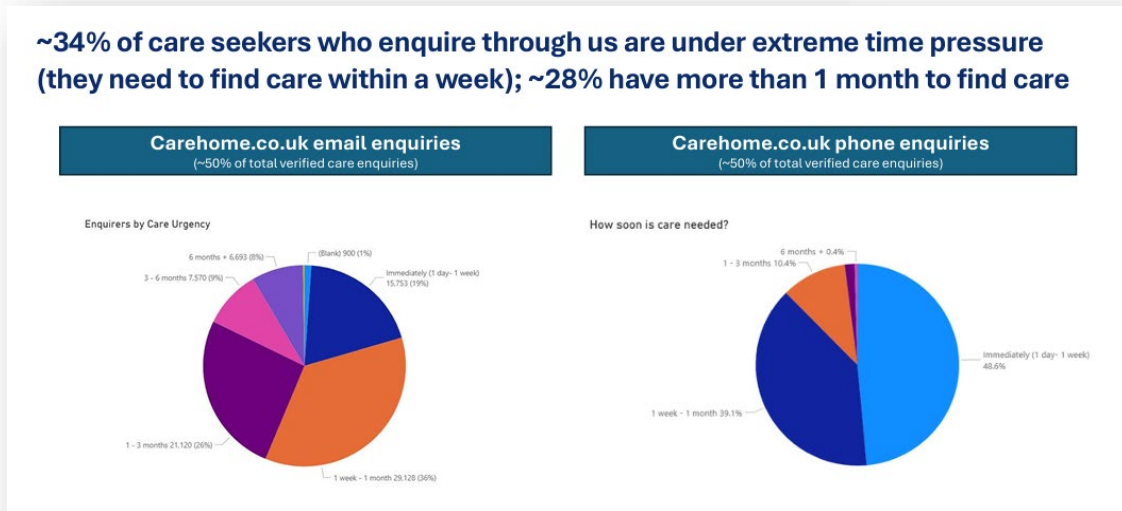


Most care homes have vacant beds, so effective lead management is essential to keeping occupancy high

Almost 50% of care seekers who make enquires via telephone need to find care within 1 week

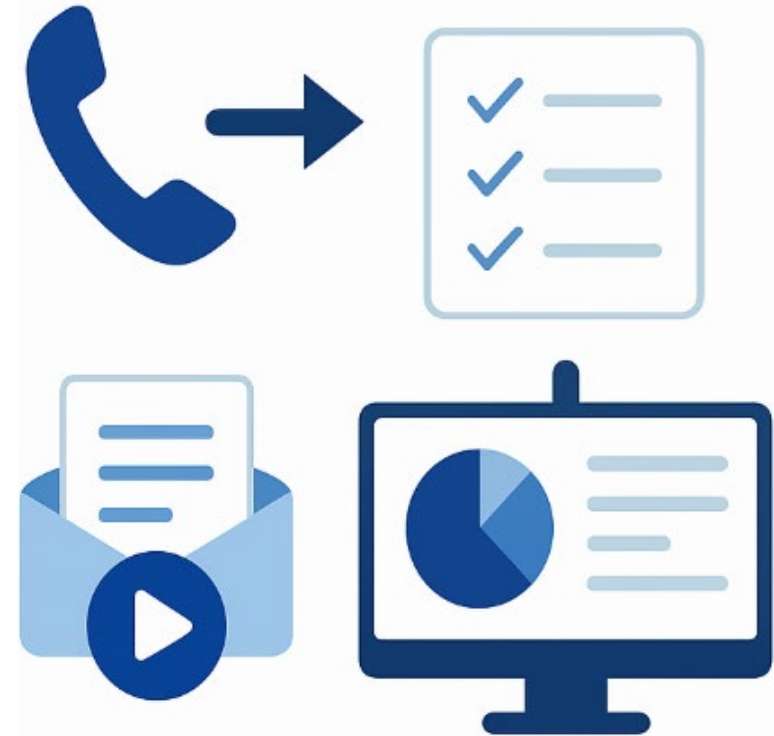
A further 40% of care seekers within 1 week to 1 month

With 25% of calls either missed or unanswered, efficient lead capture is crucial



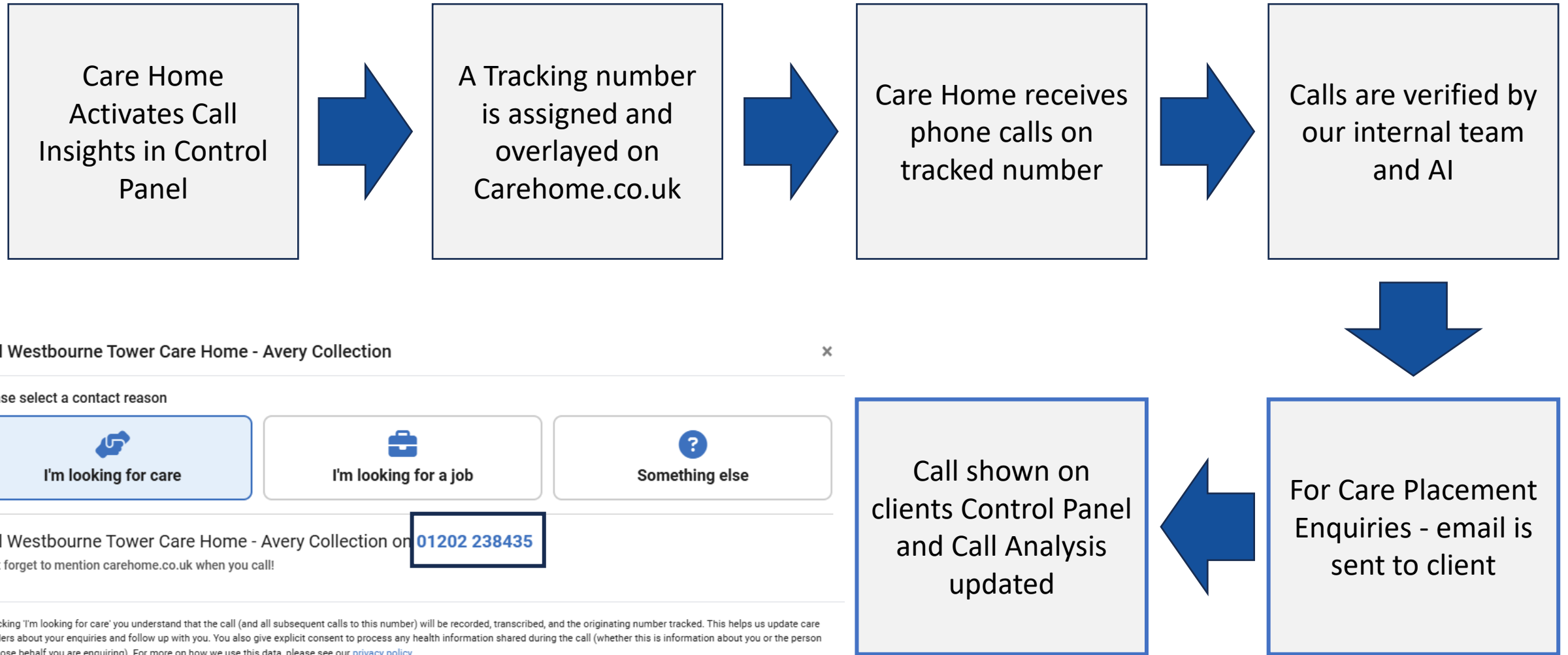
Introducing Call Insights: Complete Visibility of Your Phone Enquiries

- ✓ Every call tracked, recorded, and categorised
- ✓ Care leads confirmed via email with summary and recording link
- ✓ Easy to access call data and logs through the Control Panel



How does Call Insights work?

How Call Insights works



Clear actionable care enquiries

Call Insights turns each care enquiry call into a **clear, actionable** email summary - so nothing important gets missed.

Each notification includes:

Clear call summary

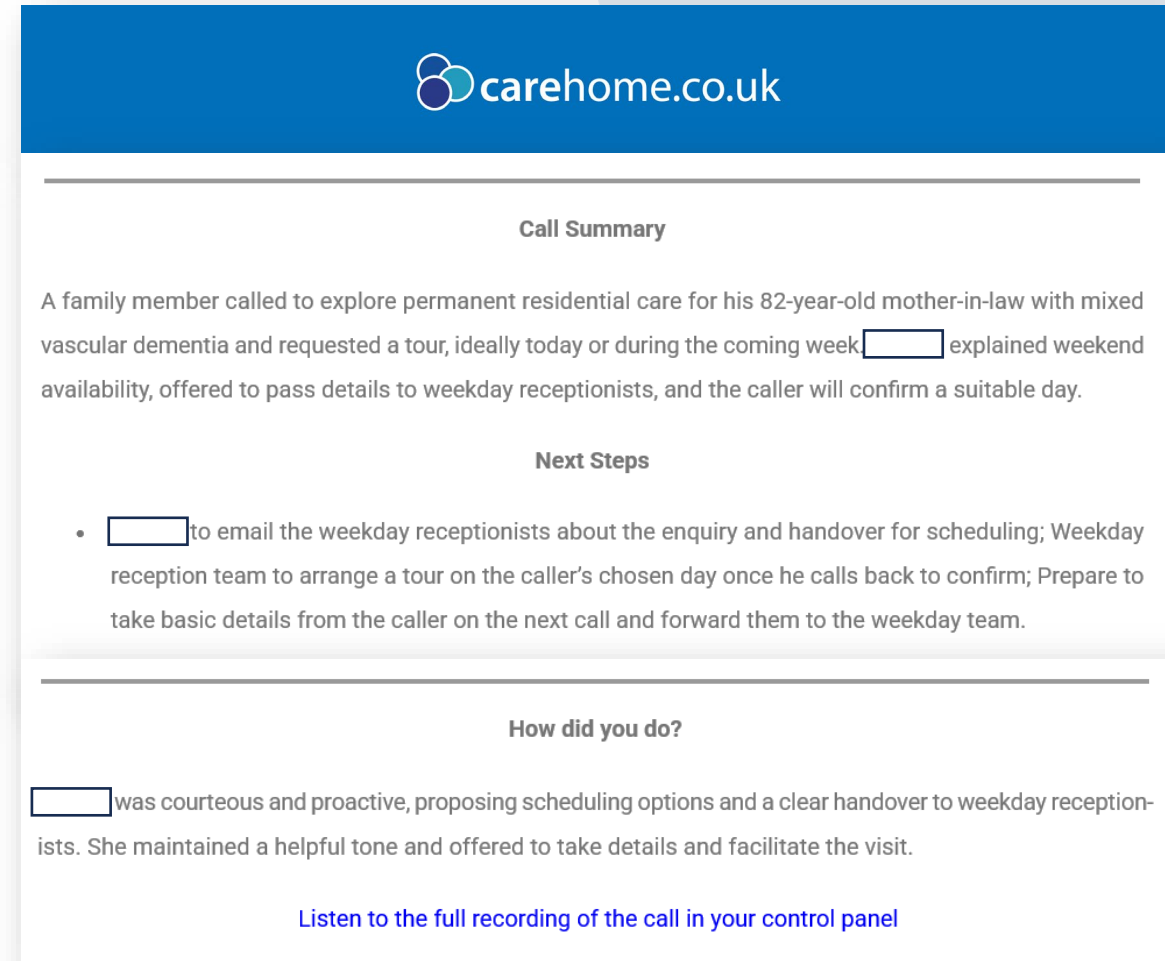
Key details from the enquiry captured in a **concise, easy-to-review** format.

Next Steps

A practical breakdown of follow-up actions, helping teams **respond quickly** and consistently.

“How did you do?” review

Gives nominated managers **visibility** of how calls are being handled, supporting coaching, **quality improvement** and stronger first impressions.



The screenshot shows an email summary from carehome.co.uk. It is titled 'Call Summary' and contains the following text: 'A family member called to explore permanent residential care for his 82-year-old mother-in-law with mixed vascular dementia and requested a tour, ideally today or during the coming week. [redacted] explained weekend availability, offered to pass details to weekday receptionists, and the caller will confirm a suitable day.' Below this is a 'Next Steps' section with a bullet point: '[redacted] to email the weekday receptionists about the enquiry and handover for scheduling; Weekday reception team to arrange a tour on the caller's chosen day once he calls back to confirm; Prepare to take basic details from the caller on the next call and forward them to the weekday team.' At the bottom is a 'How did you do?' section: '[redacted] was courteous and proactive, proposing scheduling options and a clear handover to weekday receptionists. She maintained a helpful tone and offered to take details and facilitate the visit.' A link at the bottom right says 'Listen to the full recording of the call in your control panel'.

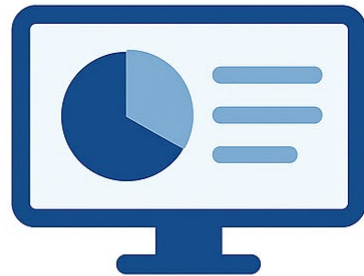
What You Can See Inside Call Insights



**Call & Verified Care
Leads Log**



Call Recordings



**Analytics
Summary**



Trend Data

Control Panel: Call Log

Every call, enquiry and follow-up **captured in one place** - making it easy to track activity, spot missed opportunities and make sure the next step happens.

Showing 1 to 100 of 324 records

Search: < 1 2 3 4 >

	Call Status	Care Provider	Date ▾	Caller's Name	Caller's Number	Call Length	Ring Length
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home (Birmingham, B15 5LJ)	19 May 2025 14:06	Unknown	01717400000	00:02:08	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home (Birmingham, B15 5LJ)	19 May 2025 12:09	Unknown	01717400000	00:01:56	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 11:22	Unknown	01717400000	00:02:26	00:00:05
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 11:17	Anne Rigdon	01717400000	00:07:14	00:00:05
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 11:16	Unknown	01717400000	00:02:28	00:00:07
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 11:08		01717400000	00:00:49	00:00:06
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 11:00	Jonathan Stone	01717400000	00:13:37	00:00:29
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 10:58	Unknown	01717400000	00:00:00	00:01:01
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 10:36	Unknown	01717400000	00:00:00	00:00:24
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 10:26	Unknown	01717400000	00:00:00	00:01:01
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 10:02	Unknown	01717400000	00:01:59	00:00:04
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 09:18	Penny Pettman	01717400000	00:21:15	00:00:13
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 09:12	Caroline Dineen	01717400000	00:19:50	00:00:30
	Care Placement Enquiry	Walsley Court Care Home - Area: Healthcare (Birmingham, B15 5LJ)	19 May 2025 09:12	Unknown	01717400000	00:00:34	00:00:12

Control Panel: Verified Care Enquiries

	Source	Care Provider	Date ▾	Enquirer	Resident details	Who is in need of care	Type of care	How soon is care needed	Length of stay	Type of Funding
	Care Enquiry via Email		7 April 2026 11:58			Another family member	Older person residential dementia	1 week - 1 month	Permanent/Long-term	Self funding (Private)
	Care Enquiry via Email		26 March 2026 21:23			A parent	Older person residential dementia	1 week - 1 month	Respite/Short-term	Self funding (Private)
	Brochure Request		26 March 2026 21:22			A parent	Older person residential dementia	1 week - 1 month	Respite/Short-term	Self funding (Private)
	Care Enquiry via Phone		27 February 2026 15:31			A parent	Older person residential	Immediately (1 day - 1 week)	N/A	N/A
	Care Enquiry via Phone		27 February 2026 14:01			A client	N/A	N/A	N/A	Self funding (Private)
	Care Enquiry via Email		21 February 2026 11:44			A parent	Older person nursing	1 week - 1 month	Permanent/Long-term	Self funding (Private)
	Care Enquiry via Phone		17 February 2026 14:11			A client	N/A	N/A	Permanent/Long-term	N/A
	Care Enquiry via Phone		22 January 2026 14:31			A parent	Older person residential	N/A	N/A	N/A

Missed an email? View a summary for every call in your Control Panel

	Source	Care Provider	Date ▼	Enquirer	Resident details	Who is in need of care	Type of care	How soon is care needed	Length of stay	Type of Funding
 	Care Enquiry via Phone	[Redacted]	23 April 2026 12:21	[Redacted]	[Redacted]	Another family member	Older person residential dementia	Immediately (1 day - 1 week)	N/A	Self funding (Private)

Lead Summary

[Redacted] enquired about residential dementia care for his mother-in-law, [Redacted] who has Alzheimer's and increasing care needs, and asked about availability at [Redacted]. A tour was arranged for 24th at 2pm; the home currently has one room pending assessments, with confirmation to follow.

Was this a Follow-Up Call?

No

Additional Details about Care Requirements

N/A

Enquirer Interested in a Tour

Yes

Agent Offered a Tour

Yes

Enquirer Comment

[Redacted] (91) has Alzheimer's described as between medium and severe. She lives alone with no current carers; social services visited and advised care home or a support team due to safety concerns. She needs support with dressing (taking 3-4 hours), has poor mobility using a frame and furniture-walking, and is incontinent using pads. She receives Meals on Wheels and can cook simple meals twice a week; no special diet, eating and drinking generally OK though overall diet is limited. She previously enjoyed sewing, making clothes, and gardening, and would benefit from mental and social stimulation as she feels low living alone.

Agreed Actions

- Host visit for [Redacted] (and family) at [Redacted] on 24th at 2:00 PM; reception/team to expect arrival.
- Send visit confirmation email to [Redacted]
- [Redacted] to call [Redacted] mobile [Redacted] this afternoon with an update on room availability after the manager's assessments.
- Home to confirm whether the available room can be offered once assessments are completed.
- If proceeding, arrange a pre-admission assessment for [Redacted]

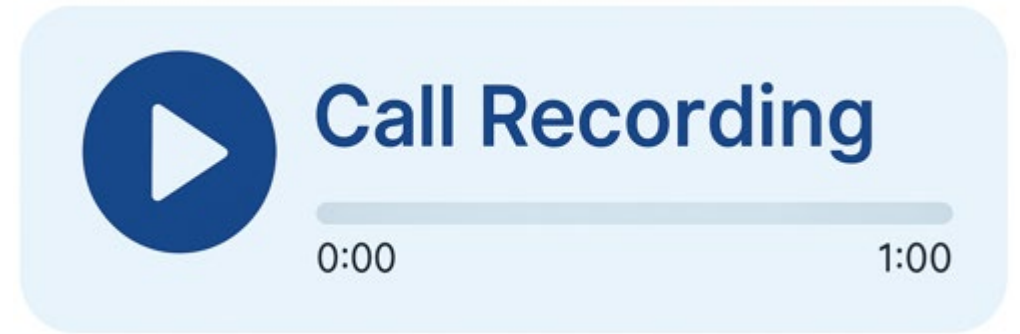
How did you do

[Redacted] communicated clearly, gathered key details, and helpfully arranged a prompt tour while setting expectations about availability. She also set up a same-day callback and confirmed next steps and contact details professionally.

Call Recordings

Call Recordings give you the ability to review how enquiries are handled, **support staff** with real examples, and ensure every home delivers a consistent, compassionate first impression.

Use recordings to coach teams, **strengthen enquiry handling**, evidence conversations and follow up with confidence.



Call Analysis

Call recording tells you what was said. Call Analysis tells you what it means, what it costs, and what to do next

Call Analysis gives you a complete view of how your calls are performing.

From missed calls and time intelligence to care enquiry types and call quality.

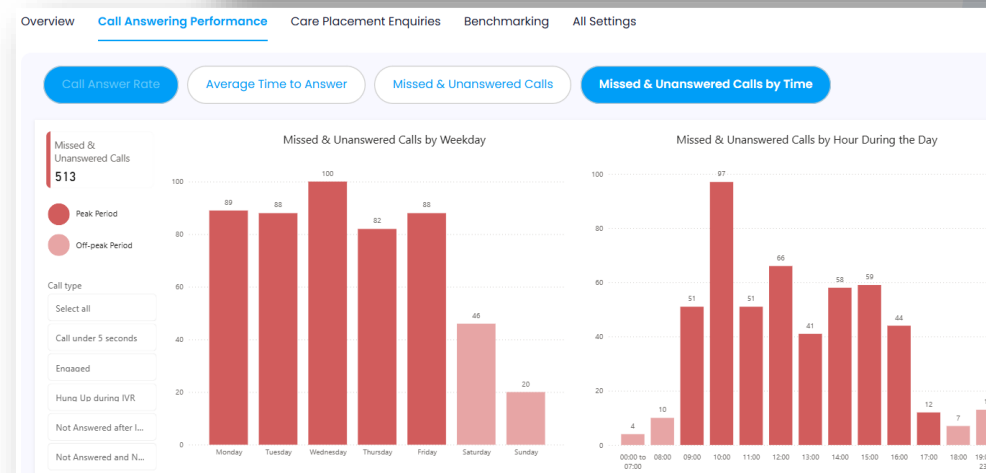
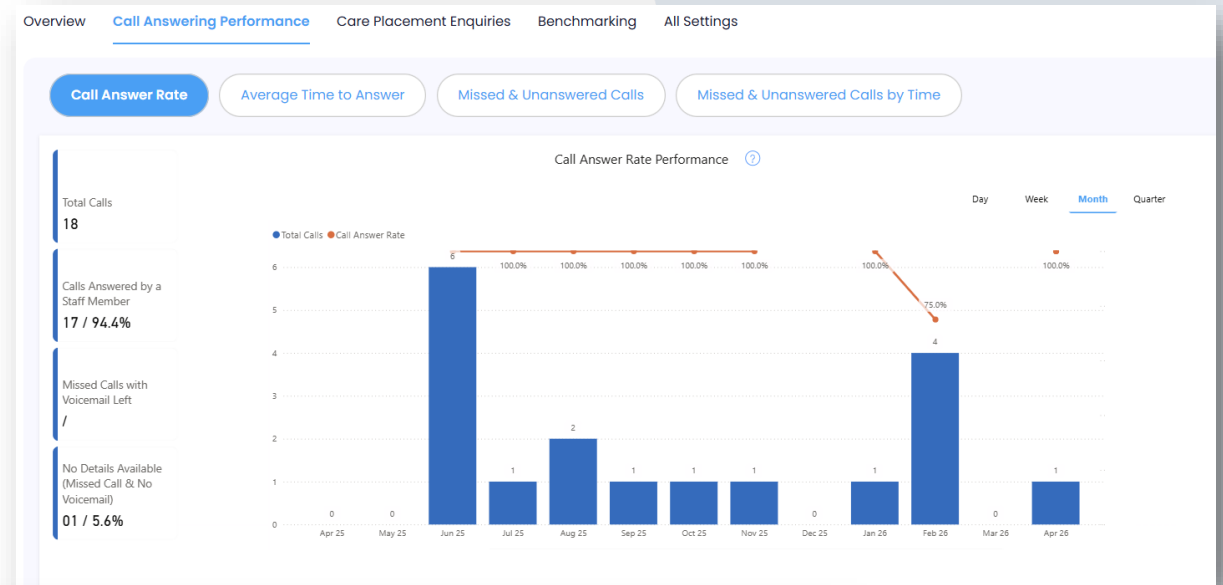
It helps you **understand where opportunities are being lost**, where conversations can improve and how your performance compares against other providers through our new Benchmarking section.

Stop missed calls becoming missed placements

A missed care enquiry is not just a missed call. It **could be a missed resident, a missed family relationship** and **missed revenue**

Call Analysis shows how many calls are answered, missed or sent to voicemail - and helps you understand why callers may not be getting through.

By combining answer rates, time to answer, missed call reasons and peak call times, you can identify **where opportunities are being lost** and where operational changes could make a difference.

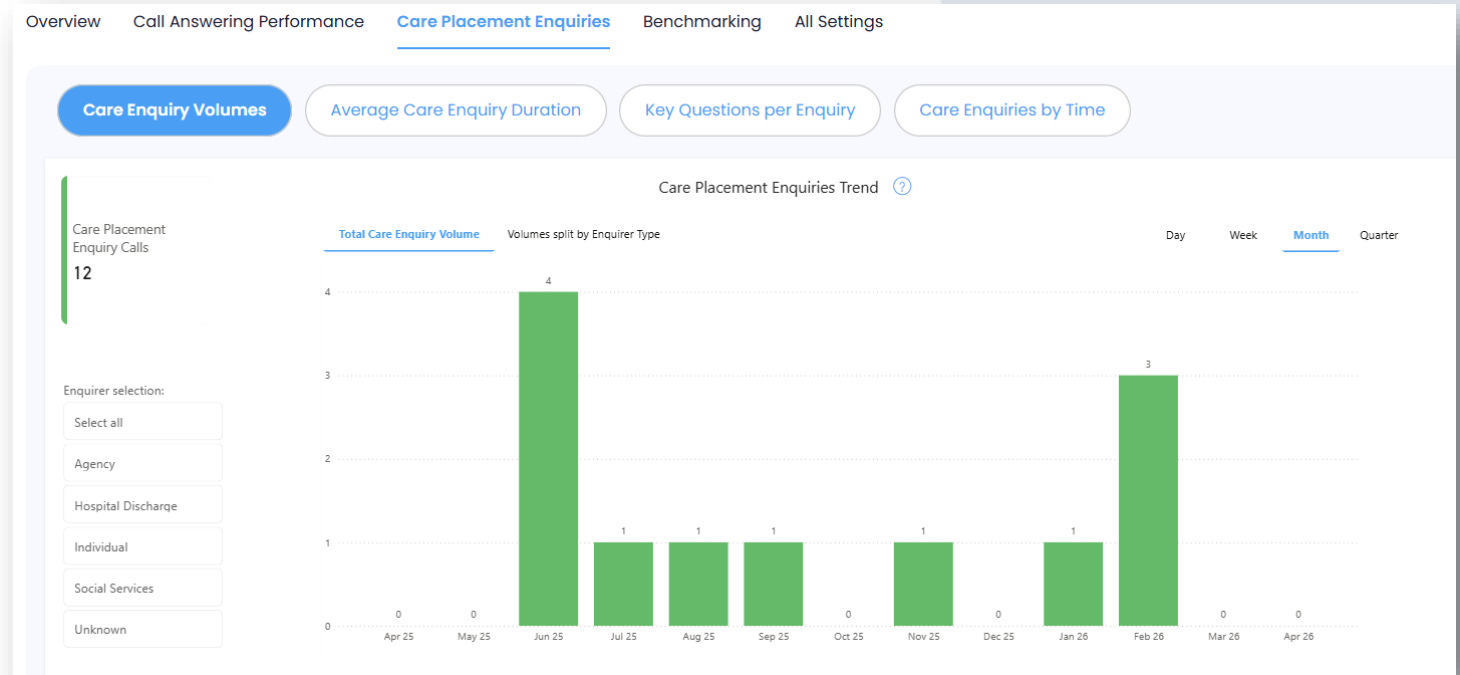


See the enquiry journey from first call to follow-up

Not every call has the same value. Call Analysis helps you **focus on the calls** most closely linked to **new residents**

Call Analysis separates Care Placement Enquiries from general call traffic, giving you a clearer view of the **calls that matter most to occupancy**.

You can see who is calling, when enquiries are coming in, **how demand changes over time** and whether the right conversations are happening at the right moments.

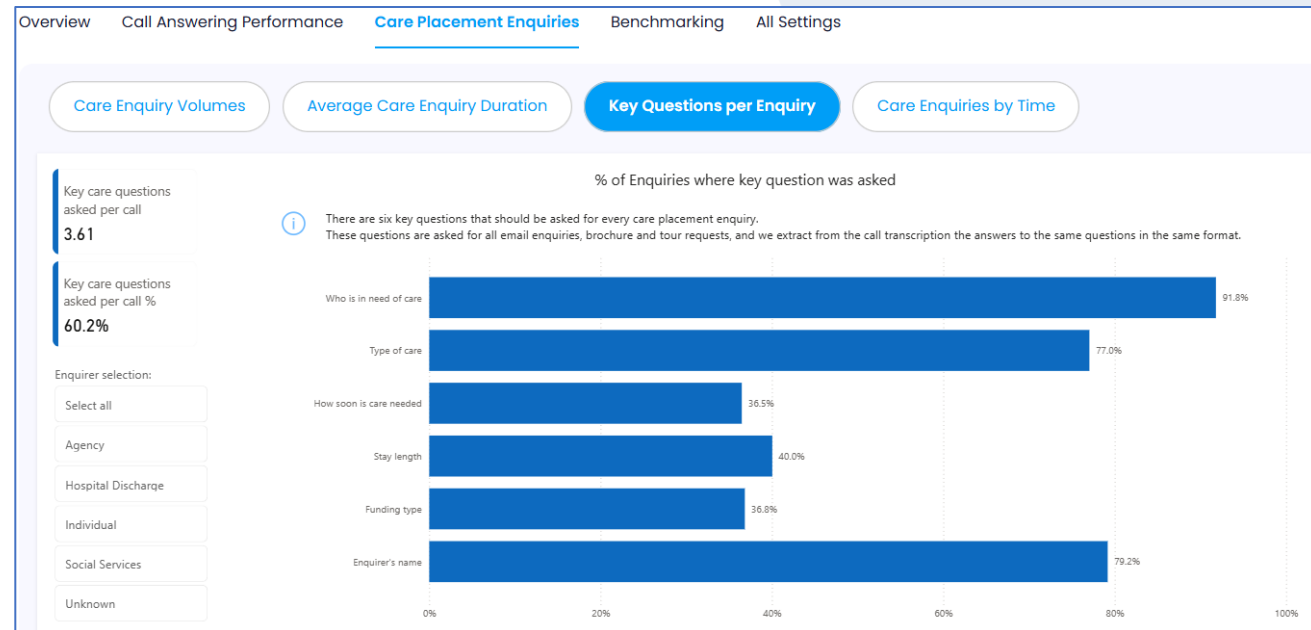


Improve the quality of every enquiry conversation

The first call is often the **first impression** of your care home. Call Analysis helps make sure that impression is strong, **compassionate** and complete

Care enquiry calls are often emotional and time-sensitive. Families may be unsure, anxious or under pressure to make a decision quickly.

Call Analysis helps you understand whether teams are spending enough time with care seekers, **asking the right questions and capturing the information needed** to assess suitability and follow up effectively.



NEW: Benchmark your performance against other providers

Benchmarking helps you answer the question: *“How are we performing in relation to other providers?”*

This is where Call Analysis moves from reporting to performance improvement...

Call Answer Rate

Are callers reaching a real person?

Average Time to Answer

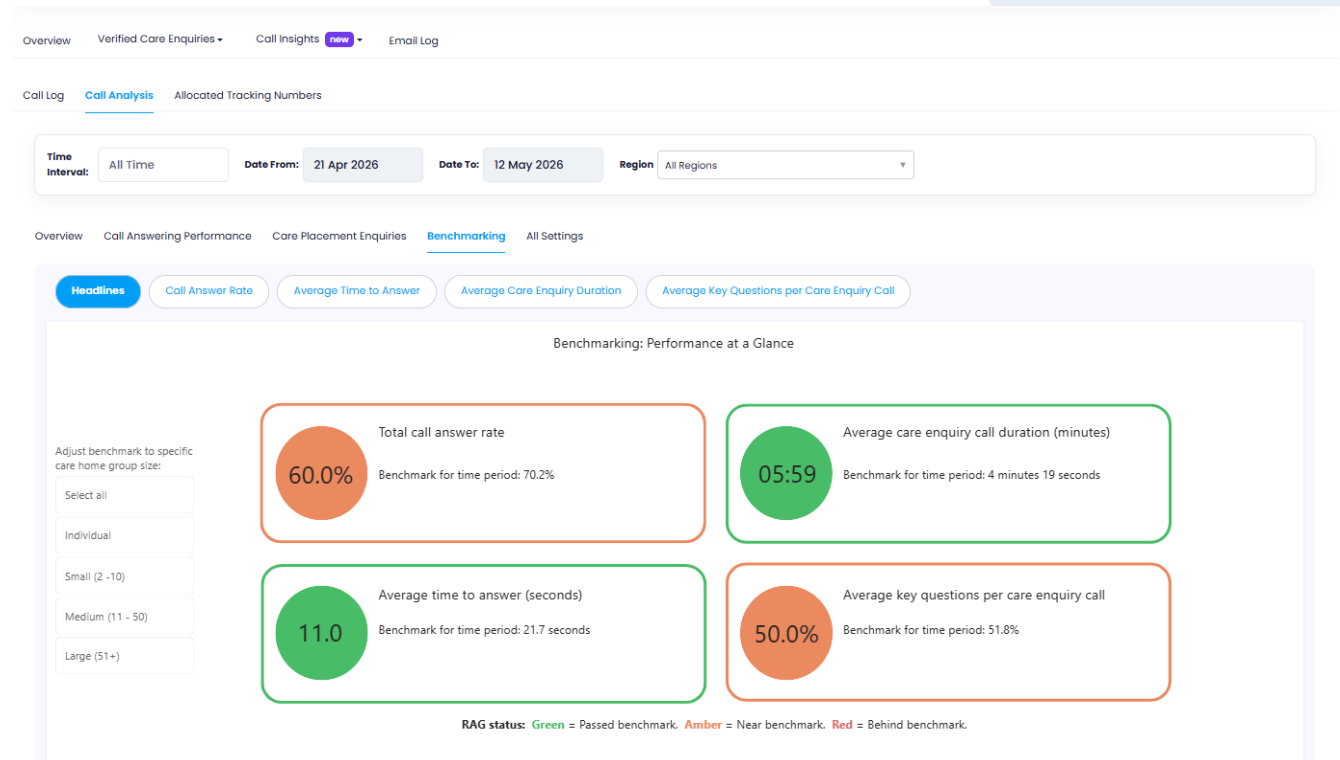
How quickly are callers getting through?

Key Questions Captured

Are teams gathering the key information needed to progress the enquiry?

Average Care Enquiry Duration

Are enquiry conversations meaningful enough?



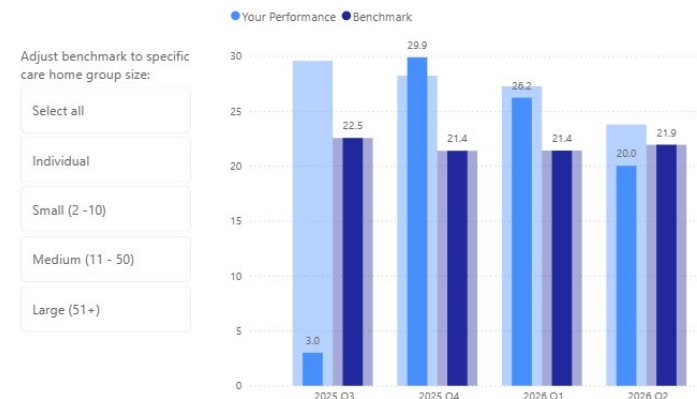
Compare homes, regions and settings across your group

Group providers get to see the relevant benchmark and identify which care homes need additional support.

Group providers can drill into individual homes, compare performance by region or setting, and identify where support, training or operational changes may be needed.

Interactive tables make it easy to sort by best and worst performers, helping leaders understand which homes are driving results and where improvement is needed.

Overview Call Answering Performance Care Placement Enquiries **Benchmarking** All Settings



Summary: Why Care Homes Are Turning on Call Insights

Confirmation of telephone care enquiries straight to your Inbox – the best way to ensure no call enquiry is missed

Overview of all telephone care enquiries – recordings, written summaries and call breakdowns of all telephone care enquiries are automatically generated

Detailed call analysis to help you turn insights into action – where you can identify opportunities to optimise customer journeys and improve your enquiry performance.

It's free! – enable it today and improve the quality of your inquiries!

Activate Call Insights in Just a Few Clicks

Dashboard Overview Verified Care Leads Call Insights **new** Email Log

Call Log Call Analysis **Activate Call Insights**

Activate Call Insights [Learn More](#)

Call Insights Benefits:

- **Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
- **Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
- **Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

[View our Call Insights FAQ](#)

Once Activated:

- **In-depth overview of all telephone care enquiries:** Recordings and written summaries of all telephone care enquiries are automatically generated. All details and full call recordings will be available here in your Control Panel.
- **Call Log Breakdown:** Receive a comprehensive overview of all calls received, with detailed breakdowns and key call data.
- **Automatic email notification:** Confirmation of telephone care enquiries are sent straight to your Inbox as soon as the 'Verified Care Lead' has been created (usually within an hour of the call being made; Mon-Fri 9am - 5pm).
- **Seamless integration:** Calls will work in exactly the same way (going directly through to your number), and there are no extra call charges for you or the care seeker.

First Name *

Last Name *

Email *

Job Title *

I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

[Activate](#)

Further questions? Contact your account manager

For further information on Call Insights Analytics, contact your account manager today...



Your Account Manager ×

Alex Jones

Any questions, please contact your Account Manager, **Alex Jones**

alex.jones@tomorrows.co.uk
01488 644566 | [Request a Call Back](#)

