



Call Insights Service from [carehome.co.uk](https://carehome.co.uk)

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Alex Jones

# Welcome to Call Insights

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## Helping You Improve Enquiry Handling and Performance Across Your Group

### **In this session, you'll learn:**

- Why missed calls create hidden gaps across multiple homes
- How Call Insights gives full visibility and benchmarking across your care group
- How to use Call Insights to support teams and improve occupancy

# 30% of Telephone Care Enquiries don't lead to a conversation about care

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## **Calls Get Missed or Mishandled**

*“Some homes handle enquiries brilliantly, others may struggle. Without visibility, it is difficult to spot or support gaps!”*

- Care leaders have no view of how many calls are being missed across group
- Call details aren't always logged in CRM or tracked
- No consistency in handling call across care homes

# 48% of verified calls require care immediately

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## Follow-Up Falls Through the Cracks

*“Group leadership often assumes follow-up happens — but without data, it's impossible to know across multiple homes.”*

- Head Office uncertainty on how telephone enquiries are handled
- Callers often told, “Can you call back later?”
- Follow-up takes place outside of CRM, making it impossible to measure

# You don't know what you're missing

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**Across a group, without visibility into calls, you're making decisions without key data — about admissions, marketing, staffing, and training**

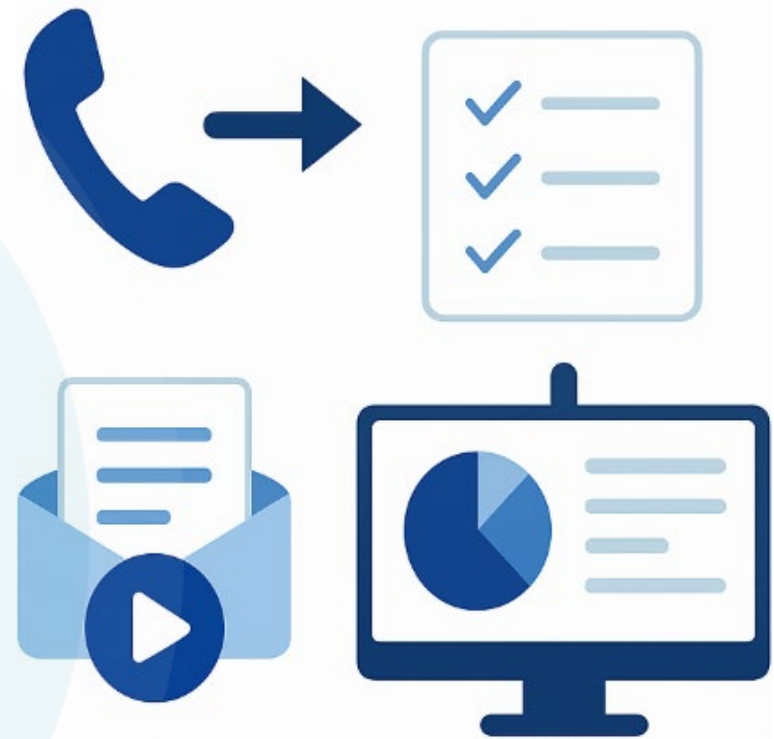
*“Do you know which homes are losing enquiries — and which are thriving — at your busiest times??”*

- No visibility into what's happening on your phone lines
- No insight into common questions or gaps
- No data to help improve enquiry handling or train the team

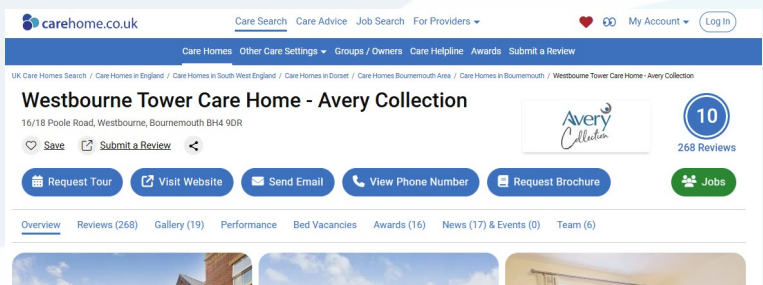
# Call Insights: Visibility and Analysis of Your Phone Enquiries

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



# How Call Insights Works



Call Westbourne Tower Care Home - Avery Collection

Please select a contact reason

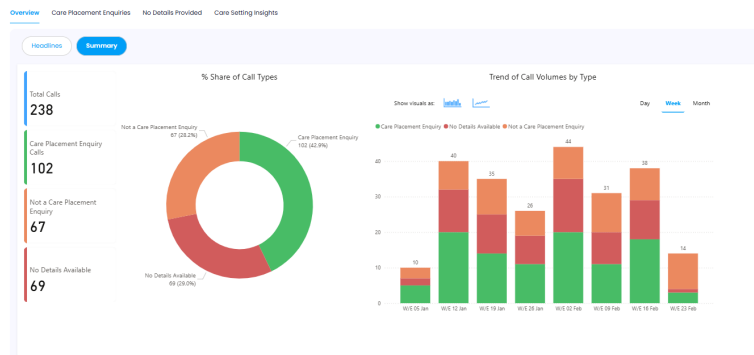
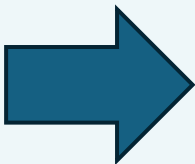
I'm looking for care

I'm looking for a job

Something else

Call Westbourne Tower Care Home - Avery Collection on 01202 238435  
Don't forget to mention carehome.co.uk when you call!

By clicking 'I'm looking for care' you understand that the call (and all subsequent calls to this number) will be recorded, transcribed, and the originating number tracked. This helps us update care providers about your enquiries and follow up with you. You also give explicit consent to process any health information shared during the call (whether this is information about you or the person on whose behalf you are enquiring). For more on how we use this data, please see our [privacy policy](#)



carehome.co.uk

The following shows the details from a phone call made on Wednesday, May 14, 2025 at 10:34 to  
[Grange Park Nursing Home](#)

Call Summary

The call is about a daughter enquiring about placing her 90-year-old mother with mild dementia into a care home, as the mother is having trouble eating meals and maintaining her daily routine.

[Listen to the full recording of the call in your control panel](#)

Please note the above call summary is generated by AI and is moderated by our Care Help Team. We look to include as much information as possible from the call transcription. However, where the information has not been asked or provided, we are unable to populate the relevant field below.

# Activate Call Insights in Just a Few Clicks

Dashboard

Profile

Reviews

Carehome.co.uk Awards

Leads / Enquiries new

Overview

Verified Care Leads

Call Insights new

Call Log

Call Analysis

Allocated Tracking Numbers

Email Log

Features

Jobs

APIs & Integrations

Account

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 \*

Alex

Last Name \*

Jones

Email \*

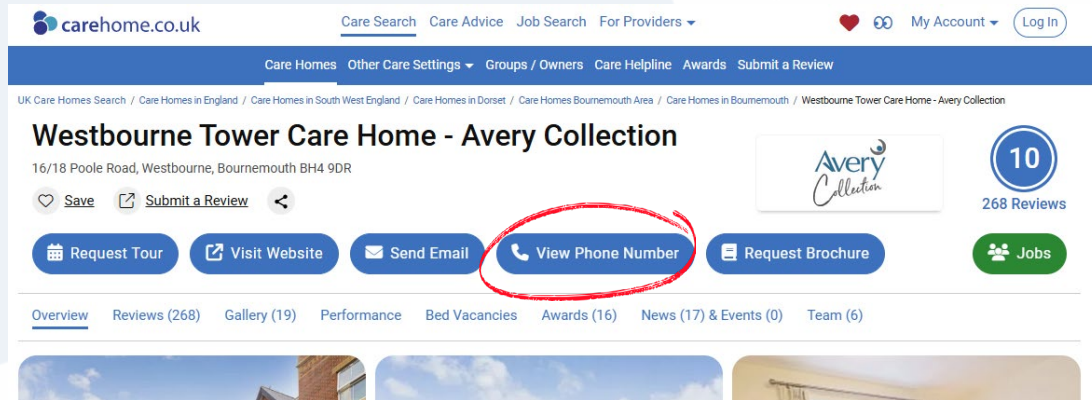
alex.jones@tomorrows.co.uk

Job Title \*

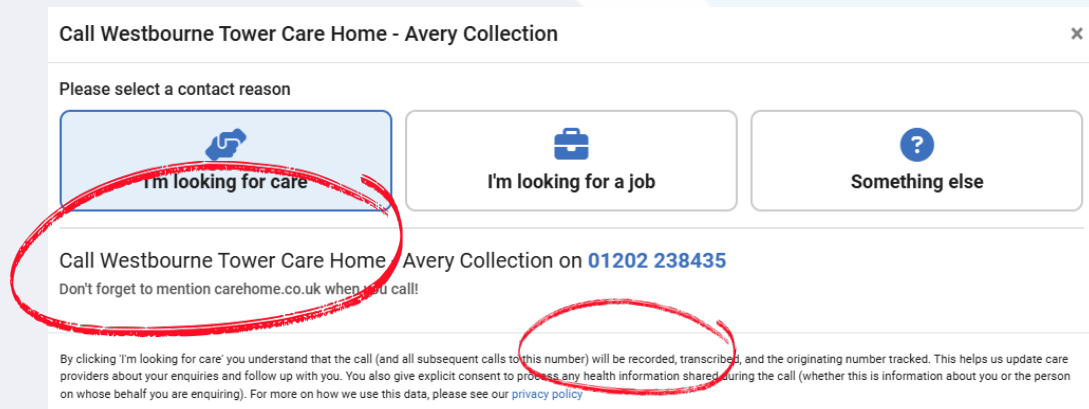
☐ I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

Activate

# Telephone number assigned to your carehome.co.uk profiles



- Local number displayed to those selecting “I’m looking for care”
- Connects the caller seamlessly to the existing number registered with carehome.co.uk
- No noticeable difference to caller or recipient



# Every Care Enquiry Verified and Delivered to You



The following shows the details from a phone call made on Wednesday, May 14, 2025 at 10:34 to

[Grange Park Nursing Home](#)

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#### Call Summary

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- Care enquiry notifications sent to your usual email address / CRM
- Summary of call included
- Link to recording of call for training / follow up purposes

# Key Information Provided

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## Contact Details

**Enquirer Type:** Individual

**First Name:** Sarah

**Last Name:** Jones

**Email Address:** s\_k\_jones@warmmail.com

**Contact Number:** 447754123456

**Left Voicemail:** No

## Person Needing Care Details

**First Name:** Betty

**Last Name:** Downham

**Who is need of care:** A parent

**Type of care:** Older person residential dementia

**How soon is care needed:** Immediately (1 day – 1 week)

**Length of stay:** Permanent/Long-term

**Type of funding:** Self funding (Private)

# What Your Group Can See Inside Call Insights

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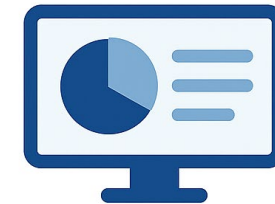
- ✓ Verified Care Leads Log
- ✓ Call Recordings
- ✓ Analytics Summary
- ✓ Trend Data (eg care type, urgency, funding)



Verified Care  
Leads Log



Call Recordings



Analytics  
Summary

















Trend Data

# Call Log

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	Bay Coast Care Home (Birmingham, B37 5AL)	19 May 2025 14:06	Unknown	<a href="#">0121 7140000</a>	00:02:08	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Bay Coast Care Home (Birmingham, B37 5AL)	19 May 2025 12:09	Unknown	<a href="#">0121 7140000</a>	00:01:56	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Bullens Wood Care Home - Arley Healthcare (Bugsby, CV3 9LQ)	19 May 2025 11:22	Unknown	<a href="#">01827 540000</a>	00:02:26	00:00:05
	Care Placement Enquiry	Leander Lodge Care Home - Arley Healthcare (Dorchester, Dorset, DT1 1LQ)	19 May 2025 11:17	Anne Rigdon	<a href="#">01300 447100</a>	00:07:14	00:00:05
	Not a Care Placement Enquiry Supplier Enquiry	Leander Lodge Care Home - Arley Healthcare (Dorchester, DT1 1LQ)	19 May 2025 11:16	Unknown	<a href="#">01300 447100</a>	00:02:28	00:00:07
	Care Placement Enquiry	Highgrove House Care Home - Arley Healthcare (Cragg, Wetherby, WF8 3LQ)	19 May 2025 11:08		<a href="#">01937 540000</a>	00:00:49	00:00:06
	Care Placement Enquiry	Spencer House Care Home - Arley Healthcare (Dorchester, Dorset, DT1 1LQ)	19 May 2025 11:00	Jonathan Stone	<a href="#">01300 447100</a>	00:13:37	00:00:29
	No Information Not Answered and No IVR (and no Voicemail left)	Spencer House Care Home - Arley Healthcare (Dorchester, Dorset, DT1 1LQ)	19 May 2025 10:58	Unknown	<a href="#">01300 447100</a>	00:00:00	00:01:01
	No Information Not Answered and No IVR (and no Voicemail left)	Bullens Wood Care Home - Arley Healthcare (Bugsby, CV3 9LQ)	19 May 2025 10:36	Unknown	<a href="#">01827 540000</a>	00:00:00	00:00:24
	No Information Not Answered and No IVR (and no Voicemail left)	Bullens Wood Care Home - Arley Healthcare (Bugsby, CV3 9LQ)	19 May 2025 10:26	Unknown	<a href="#">01827 540000</a>	00:00:00	00:01:01
	Care Placement Enquiry	Widdow Lodge Care Home - Arley Healthcare (Dorset, Dorset, DT1 1LQ)	19 May 2025 10:02	Unknown	<a href="#">01300 447100</a>	00:01:59	00:00:04
	Care Placement Enquiry	Seething Gardens Care Home - Arley Healthcare (Seething, Norfolk, NR11 1LQ)	19 May 2025 09:18	Penny Pettman	<a href="#">01493 540000</a>	00:21:15	00:00:13
	Care Placement Enquiry	Bay Coast Care Home - Arley Healthcare (Birmingham, B37 5AL)	19 May 2025 09:12	Caroline Dineen	<a href="#">0121 7140000</a>	00:19:50	00:00:30
	Care Placement Enquiry	Widdow Lodge Care Home - Arley Healthcare (Dorset, Dorset, DT1 1LQ)	19 May 2025 09:12	Unknown	<a href="#">01300 447100</a>	00:00:34	00:00:12

- No missed leads. Every care enquiry is logged, even if the call was missed.
- Simple follow-up. Anyone can pick up the thread with full caller details.
- All carehome.co.uk enquiries in one place, with detailed information on value of leads

# Call Recordings

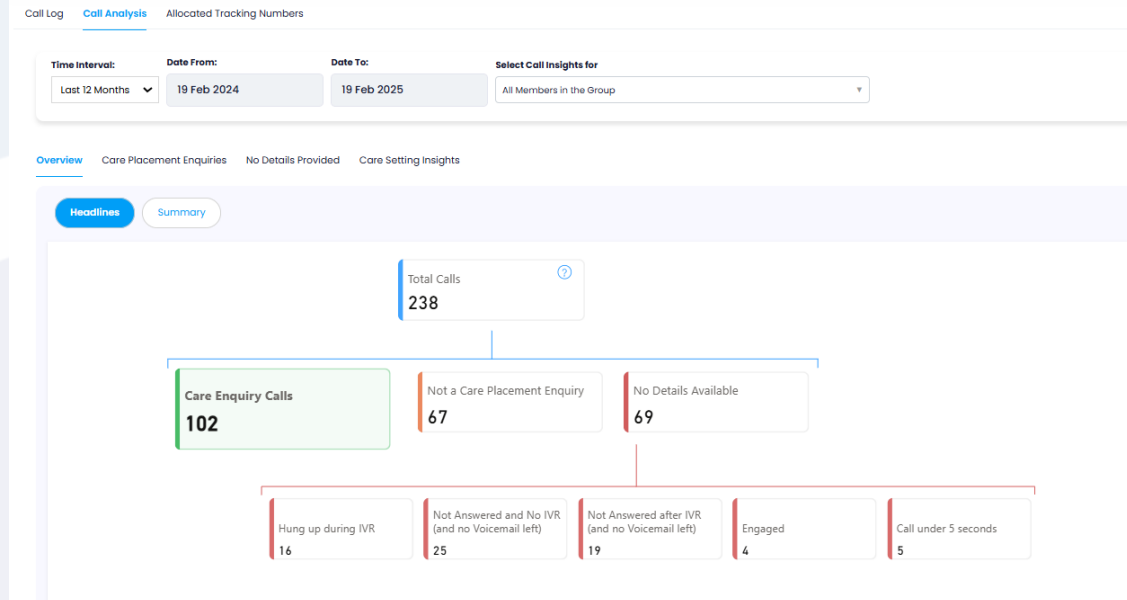
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- Ensure consistent enquiry handling across all homes
- Use real calls for training and coaching
- Track and follow up on every care enquiry with confidence

# Call Analytics

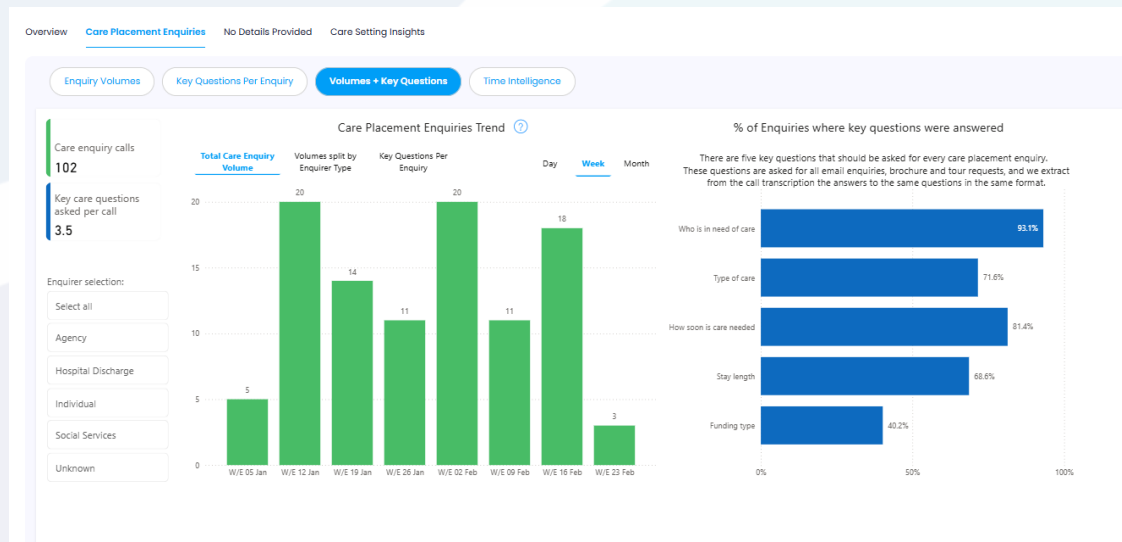
- Quickly understand which calls are about care placements vs. general enquiries
- See where calls are being missed or dropped across your group
- Make small changes to improve staff availability in your care homes



# Analysis of Key Questions Asked

Ensure which of your homes are asking the five key questions:

- *Who needs care?*
- *What type of care is needed?*
- *How soon is care needed?*
- *Stay length (respite or permanent)*
- *Type of funding*



# Summary: Why Care Homes Are Turning on Call Insights

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

**Improved enquiry conversion** – in-depth understanding of your care enquiries and how best to handle them

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

## **Call Log Breakdown**

- Access to a 'Verified Care Leads Log' section on your Control Panel
- Comprehensive overview of all calls received
- Detailed breakdowns and key call data

**It's free!** – included within all subscriptions and completely free to use

# Ready to Never Miss Another Care Enquiry?

- Activate Call Insights today in your Control Panel
- Start tracking and improving your call handling immediately
- Need help? Your Account Manager is ready to support you

