



Call Insights Service from carehome.co.uk

Alex Jones

Welcome to Call Insights

Helping You Make the Most of Every Care Enquiry

In this session, you'll learn:

- Why care enquiries are often missed or overlooked
- How Call Insights gives complete call visibility and drives improvement
- How to activate the tool and boost your conversion rate in minutes

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

Calls Get Missed or Mishandled

“When the phone rings during handover or care rounds, it’s whoever’s free that answers—if anyone can. That one missed call? It could have been a new resident.”

- Calls aren't always logged or tracked
- Details are written on scraps of paper, or forgotten
- No consistent process across shifts

48% of verified calls require care immediately

Follow-Up Falls Through the Cracks

“You ask, ‘Did anyone follow up with that lady who called last week?’ But no one’s quite sure.”

- No formal system to confirm how telephone enquiries were handled
- Callers often told, “Can you call back later?”
- Follow-up depends on memory, not process

Lack of visibility prevents improvement

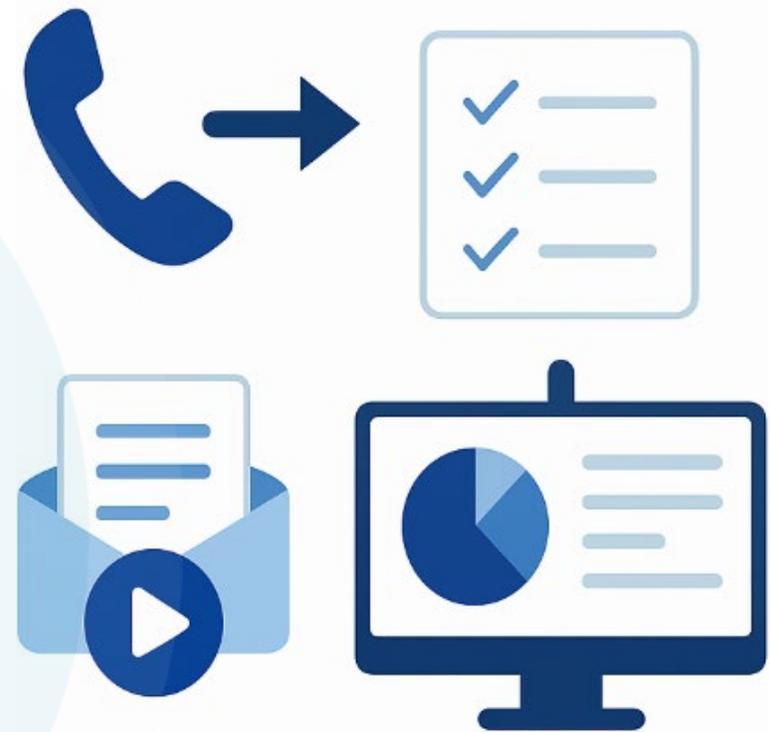
You Don't Know What You're Missing

“Are we answering calls well? What are people asking about? Are we losing enquiries?”

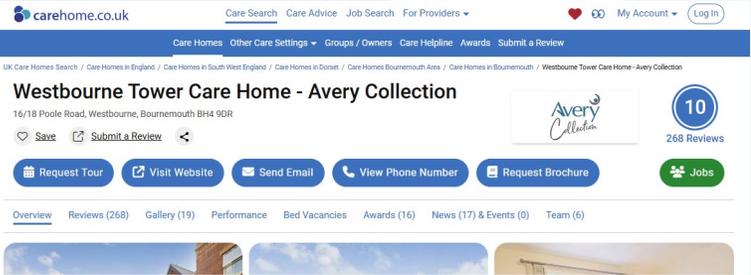
- No visibility into what's happening on your phone line
- No insight into common questions or gaps
- No data to help improve enquiry handling or train the team

Introducing Call Insights: Complete Visibility of Your Phone Enquiries

- ✓ 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



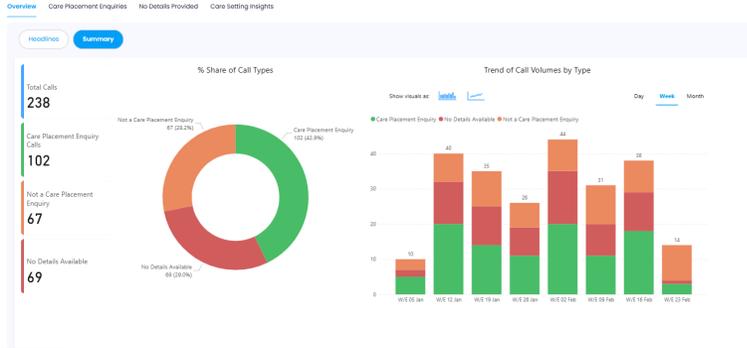
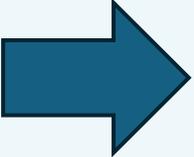
Call Westbourne Tower Care Home - Avery Collection

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](#)



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

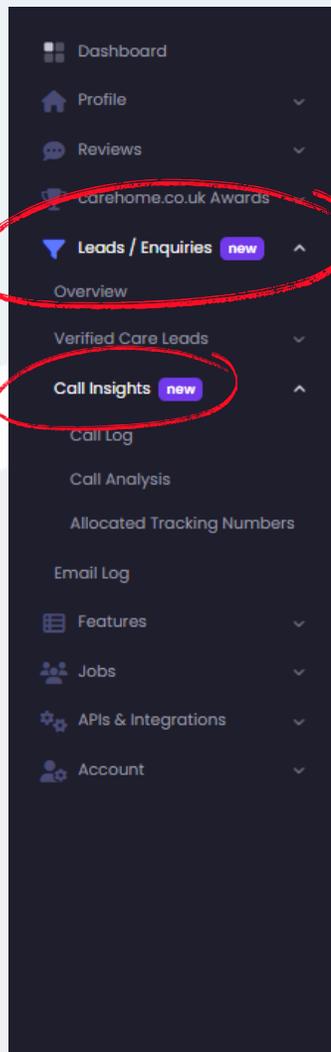
Call Summary

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



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

Telephone number assigned to your carehome.co.uk profile

The screenshot shows the profile page for Westbourne Tower Care Home - Avery Collection. The page includes navigation links, a search bar, and a list of buttons: Request Tour, Visit Website, Send Email, View Phone Number (circled in red), and Request Brochure. A 'Jobs' button is also visible. The profile details include the address: 16/18 Poole Road, Westbourne, Bournemouth BH4 9DR, and a rating of 10/10 based on 268 reviews.

- 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

The dialog box titled 'Call Westbourne Tower Care Home - Avery Collection' prompts the user to select a contact reason. Three options are available: 'I'm looking for care' (circled in red), 'I'm looking for a job', and 'Something else'. Below the options, the text reads: 'Call Westbourne Tower Care Home - Avery Collection on 01202 238435' and 'Don't forget to mention carehome.co.uk when you call!'. A disclaimer at the bottom states: '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](#)'.

Every Care Enquiry Verified and Emailed to You



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[Grange Park Nursing Home](#)

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

Key Information Provided

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 You Can See Inside Call Insights

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



Verified Care Leads Log



Call Recordings



Analytics Summary



Trend Data

Call Log

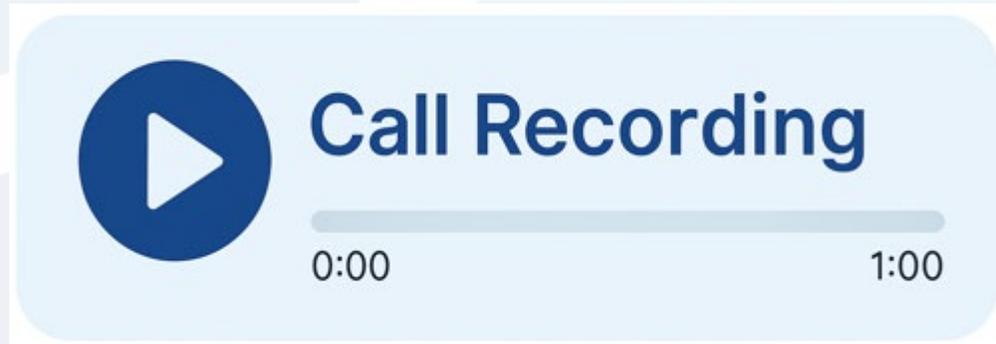
Showing 1 to 100 of 324 records

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	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 14:06	Unknown	01753 744444	00:02:08	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 12:09	Unknown	01753 744444	00:01:56	00:00:07
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 11:22	Unknown	01753 744444	00:02:26	00:00:05
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 11:17	Anne Rigdon	01753 744444	00:07:14	00:00:05
	Not a Care Placement Enquiry Supplier Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 11:16	Unknown	01753 744444	00:02:28	00:00:07
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 11:08		01753 744444	00:00:49	00:00:06
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 11:00	Jonathan Stone	01753 744444	00:13:37	00:00:29
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 10:58	Unknown	01753 744444	00:00:00	00:01:01
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 10:36	Unknown	01753 744444	00:00:00	00:00:24
	No Information Not Answered and No IVR (and no Voicemail left)	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 10:26	Unknown	01753 744444	00:00:00	00:01:01
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 10:02	Unknown	01753 744444	00:01:59	00:00:04
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 09:18	Penny Pettman	01753 744444	00:21:15	00:00:13
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 09:12	Caroline Dineen	01753 744444	00:19:50	00:00:30
	Care Placement Enquiry	Walsley Court Care Home (Derbyshire 401 545)	19 May 2025 09:12	Unknown	01753 744444	00:00:34	00:00:12

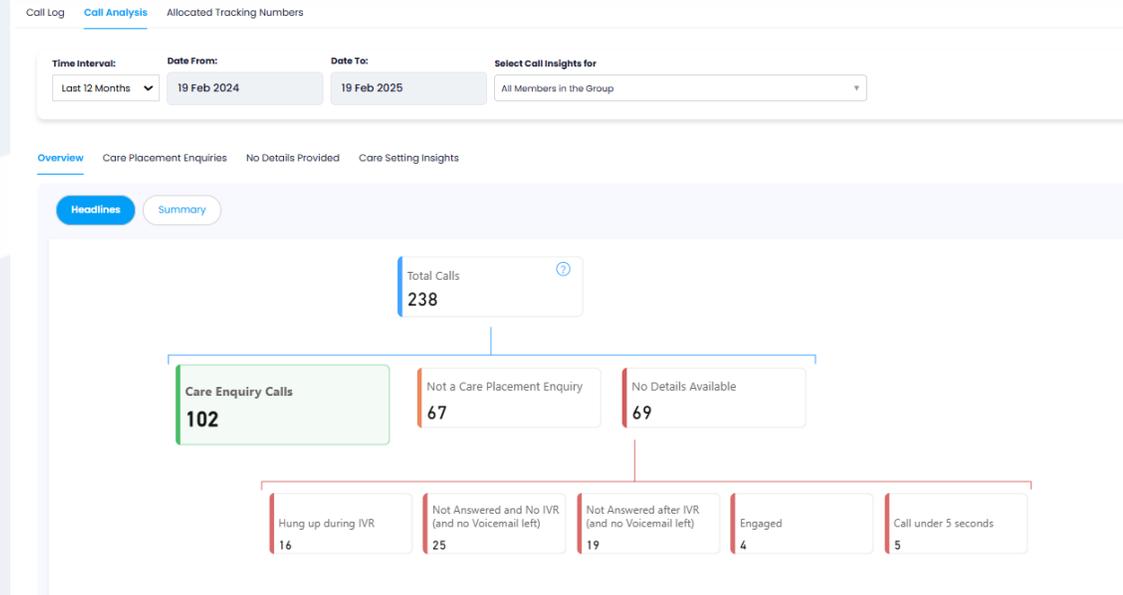
- No missed leads. Every call is logged, even if the call was missed.
- Simple follow-up. Anyone can pick up the thread with full caller details.
- Everything in one place. No more handwritten notes or forgotten voicemails.

Call Recordings



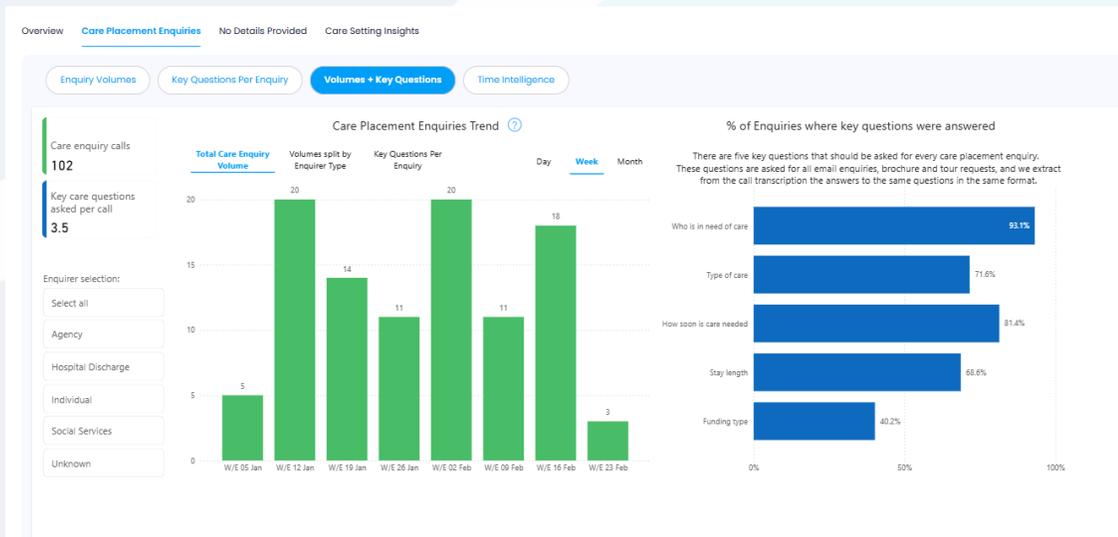
- Ensure consistent enquiry handling across all homes
- Use real calls for training and coaching
- Track and follow up on every care enquiry with confidence

Call Analytics



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

Analysis of Key Questions Asked



Ensure you are best helping families by 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

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

Your Account Manager ×

Alex Jones

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

alex.jones@tomorrows.co.uk
[01488 644566](tel:01488644566) | [Request a Call Back](#)

