

# C&W WORLDWIDE DELIVERS SALES LEADS TO 20,000 RIGHTMOVE MEMBERS

“ Estate agents operate in a fiercely competitive market. The STORM® automated message service is fast, simple and 100% reliable. ”

BERNARD PHILLIPS, BUSINESS ANALYST, RIGHTMOVE

## WHAT WE HELPED RIGHTMOVE ACHIEVE

Rightmove.co.uk is the UK's number one property website, helping UK home owners to find details of all properties available to buy or to rent. Fast, accurate communications are vital to Rightmove members. STORM® is a simple and cost-effective call messaging service – it monitors missed calls and records how connected calls are handled.

Some of the key benefits we brought to Rightmove:

- Estate agents use the STORM® web portal to view inbound phone call patterns and can resource staff according to peak call periods and so avoid missing sales opportunities
- Facility to track completed calls, call durations, calls missed and easy retrieval and playback of every recorded call
- Ability to boost sales performance by improving sales training.

## THE CHALLENGES WE HAD TO OVERCOME

Rightmove's lead generation service produces tens of thousands of phone calls every day, demanding a robust call logging and recording platform which can cope with these volumes and provide long-term archiving capacity.

Rightmove was disappointed by the poor support from their incumbent supplier and urgently needed a new partner with technical expertise, innovation and a 'can do' attitude. To convince Rightmove, we offered a free trial of our STORM® system to demonstrate our commitment to their business. They signed contracts just six months later.

We then had to complete the Rightmove project outside business hours to minimise the impact on their website and estate agent members. In phase one we set up 12,000 0843 phone numbers for Rightmove members, with an additional 18,000 numbers in phase two.

## HOW WE HELPED

When a prospective buyer is interested in a property on the Rightmove website, they have a choice of enquiry routes. Each estate agent has a unique inbound non-geographic 0843 Rightmove phone number, allowing Rightmove to track and measure the number of phone enquiries generated by their website, per member.

Each member also has a unique Rightmove email address, so if they miss a call, STORM® automatically emails them with the buyer's phone number, so they can call back as quickly as possible and avoid lost sales leads.

STORM® from Cable&Wireless Worldwide is now an integral part of Rightmove's lead generation service to its members. As well as receiving inbound emails and phone calls via the Rightmove website, it records the calls and stores them on a hosted web platform. Members' regional sales directors can log onto the platform from any location and playback calls, to evaluate their teams' sales techniques and help with personal coaching.

To see how hosted call recording can improve your sales training and customer service, please contact us:

Call: 0800 092 5825  
Email: [cwsalesenquiries@cw.com](mailto:cwsalesenquiries@cw.com)

Cable&Wireless  
Worldwide