

Call Calibration: Why It's Essential

It's the fastest way to ensure your team and your technology are fully aligned before real prospects start calling. Even a small misstep like a dropped transfer, wrong call queue, or dead air can frustrate prospects and ultimately hurt your results.

Your campaign's first impression depends on a smooth, professional call experience. That's why every Meera campaign begins with a 1-day Call Calibration.



What We Do in Calibration



Confirm your phone numbers are active



Verify calls are routing to the right queue



Test that the right team is answering calls



Ensure calls don't drop or get misrouted

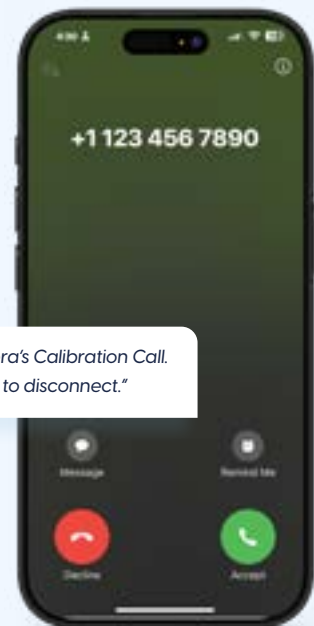


Validate transfers are functioning seamlessly

What To Expect & Steps For Your Team

- ✓ 8-10 short test calls throughout the day (about once an hour)
- ✓ Each call plays this message:
"This is Meera's Calibration Call. Press a key to disconnect."
- ✓ Your rep simply presses any key to end the call (not just hang up)
- ✓ Each call takes just seconds but verifies the line is working

i If a rep hangs up without pressing a key, the call verification will be incomplete and may delay campaign launch.



Best Practices for a Smooth Calibration

- ✓ Use a direct line to your reps – no hold music or voicemail
- ✓ Avoid IVRs (phone trees) – a live person should answer
- ✓ Ensure reps are available – don't miss your calls

