Marchex

Major hotel brand improves customer experience with Marchex

TRAVEL INDUSTRY | MARCHEX CALL ANALYTICS | IMPROVED OPERATIONS

A leading hotel company improves conversion rates of inbound callers from 11% to 35% with Marchex Call Analytics

Our customer is one of the largest hotel companies in the world with thousands of locations worldwide and hundreds of thousands of rooms from economy to upscale. This company receives millions of phone calls each year from consumers looking to stay the night. We work with the digital marketing and business operations teams to maximize media efficiency and operational efficiency for consumers that book over the phone. The customer's goal was to convert more inbound phone calls into confirmed reservations and bookings.

Challenge

Phone calls that go directly to individual hotel properties can have multiple challenges, including mishandled calls and the inability to book at a nearby property that is better suited for the consumer. Our customer was looking to boost conversion rates of inbound callers and required a caller experience that provided the benefits of handling calls via a call center, while also providing access to local hotels when the consumer needs local questions answered.

THE RESULTS

- Reduced failed calls from 9% to less than 5% through better IVR handling and call routing
- Tripled bookings for some properties
- Introduced a training program to capitalize on new insights

Our customer is faced with cost-effectively driving inbound phone calls from their digital marketing programs to the company's more profitable locations so agents can convert inbound calls to sales. They needed a solution that could drive new customer calls efficiently and create a caller experience that matched their business goals.

Solution

The customer integrated Marchex Call Analytics tracking phone numbers across its physical properties, which directed calls to call centers and also offered the consumer the ability to connect directly with a local hotel via a custom interactive voice response (IVR) tree. The analytics capabilities of Marchex Call Analytics, including IVR measurement and automated call scoring with Marchex Call DNA ensured that our customer could effectively measure

the success of the program and make operational improvements. The customer utilized a dashboard that shows mishandled calls and successful calls by property in order to optimize the call experience and onboard new properties. The results were significant improvements in media and operational efficiency.

Results

With Marchex Call Analytics, the customer Increased reservation rates from 11% to 35% for some properties by cross-selling or upselling into different properties that better suited a caller's needs, reduced failed and mishandled calls from 9% to less than 5% through better IVR handling and call routing, and introduced a training program based on insights from the program.

Learn more at Marchex.com
or call 800.914.7872

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