



# meineke<sup>®</sup>

## car care center

AUTO SERVICES

MARCHEX SPEECH  
ANALYTICSIMPROVED CUSTOMER  
EXPERIENCE

## Meineke Car Care Centers transforms the customer experience with Marchex Speech Analytics

*Meineke Car Care Centers repair brakes, align wheels, install tires and provide factory-scheduled maintenance among other services—servicing more than three million cars each year.*

### Phone calls drive sales

With headquarters in Charlotte, North Carolina, Meineke has more than 900 franchise locations throughout North America. Meineke is highly dependent on phone calls made to shops to schedule appointments for their customers.

"With Marchex Speech Analytics, we can leverage the agent script tracking report to measure every call to understand what calls were getting handled correctly. We get actionable data that helps us train stores and agents to optimize sales performance and this is improving our bottom line. Only Marchex can economically measure every incoming call at the scale that we operate at."

**Mo Khalid**, VP of Operations, Meineke

### THE RESULTS

- ♦ Achieved a cost-effective way to measure store performance for every call
- ♦ Scaled for hundreds of franchisees and thousands of calls
- ♦ Helped support maximum ROI on budget spend to promote the brand
- ♦ Trained stores and agents to optimize sales performance

Many shops also depend on phone agents to follow guidelines to ensure calls convert to satisfied customers.

### Challenge

However, Meineke was challenged with making sure those agents were strictly following those guidelines on every call. With thousands of calls being made a day to hundreds of locations, implementing a secret shopper program for every call was cost prohibitive. In addition, attempting a small sampling would have provided inaccurate data. Some agents could also detect when they were speaking to secret shoppers, which led to skewed results.

## Solution

Meineke decided to implement Marchex Speech Analytics to leverage agent script tracking reporting for all calls. This cost-effective reporting provided clear, actionable insights about which agents were following their scripts.

The agent script tracking reports could be configured to make sure certain script phrases such as "How may I help you?", "special offer" or "come in for an appointment" were used during the conversation.

## Benefits

By identifying agents and franchise locations that needed additional training, Meineke quickly improved customer satisfaction and eventually their bottom line. Meineke continues to use agent script tracking reports to ensure that calls to Meineke shops are a transformative customer experience.



Learn more at [Marchex.com](https://marchex.com)  
or call 800.914.7872