



morningstar properties

REAL
ESTATE

MARCHEX
CALL ANALYTICS

OPTIMIZE
CALL DATA

Real estate company uses Marchex's call recording redaction feature to safeguard callers' financial information

Morningstar Properties is the owner and operator of specialty real estate properties, including self-storage and marinas. Since their reservation process always includes a conversation, Morningstar is dedicated to finding quality inbound callers and effectively completing reservations via phone.

Challenge

To better understand caller intent and to ensure effective call handling, Morningstar Properties wanted to listen to call recordings—while also safeguarding the callers' financial information. Since the phone calls often include a spoken credit card number to reserve a unit or slip, they needed more than standard call recording technology could provide.

Solution

With Marchex's patent-pending technology, Morningstar Properties has quick access to redacted call recordings. When managers listen to calls, they hear beeps instead of the spoken credit card numbers.

KEY RESULTS

- ♦ Providing worry-free access to call recordings
- ♦ Optimizing marketing campaigns and call handling by analyzing redacted calls right away
- ♦ Minimizing vulnerability to misuse of callers' financial information

Supporting Morningstar Properties' goal to safeguard callers' financial information, Marchex provides the only call analytics platform to redact credit card numbers while the call is happening. Marchex automatically encrypts the redacted call recordings using one of the strongest block ciphers available.

"I've listened to recorded calls from before and after activating Marchex's technology. The redacted recordings are exactly what we require. It is important to us that all personal information is kept confidential."

Brittany Whitlock, Director of Digital Marketing and E-Commerce, Morningstar Properties