



# Transportation franchise drives more revenue with Marchex



MOVING AND  
STORAGE

MARCHEX SPEECH  
ANALYTICS

IMPROVED CUSTOMER  
EXPERIENCE

## Transportation enterprise converts more callers to customers with Marchex Speech Analytics

An international transportation business with hundreds of franchise locations found ways to optimize their media spend, improve agent performance and increase revenue from in-bound calls with speech analytics technology.”

### Challenge

Since this enterprise relies primarily on phone calls to book appointments and create revenue, they were spending \$2 million annually on media strategies that included emails, websites, and social media ads to drive local phone leads. However, they had no way of knowing which of their marketing and media strategies were the most effective in producing leads that converted callers to customers.

Without this data, it was difficult for the enterprise to calculate the media spend ROI for each channel and to adjust their strategies and messages by channel across their huge network of franchise locations, which relies upon local phone leads.

### KEY RESULTS

- ◆ Increased agent call load by 10%
- ◆ Reduced operating expenses by 5%
- ◆ Improved customer experience
- ◆ Increased repeat business

Additionally, they wondered whether their representatives on the phone were following call handling guidelines—were potential customers put on hold, misdirected, or was the call even answered?

Were representatives providing a great customer experience that resulted in sales, customer retention and satisfied callers?

The business assigned a team of employees to “secret shop” their franchise network via phone in an attempt to understand what happened on calls. This approach was expensive and, with over 20,000 calls a day, an unrealistic way to produce representative data that they could act on.

## Solution

The solution they chose to address these issues was Marchex Speech Analytics. By leveraging the lost opportunities reporting feature, the enterprise could match call-handling data to the media strategy that drove the call in the first place. Using this reporting, they were also able to implement a cost effective “secret shopper” program across the whole franchise network to see what took place on every call and how calls were being handled by time, date and location.

They now had a way to identify under-performing stores and staff and then train them to make sure that the investment in the media strategy paid off. More callers got connected to a sales agent who then converted more callers into satisfied, repeat customers. In addition, Marchex Speech Analytics provided standardized data that the business could then use to compare franchise performance and benchmarks that revealed call handling patterns over time and across locations.

## Benefits

The benefit of using Marchex Speech Analytics included the ability for the company to allocate media dollars to media proven to drive calls that converted and this had a direct impact on revenue. In addition, the revenue benefit was that under-performing franchisees could be retrained to answer calls more promptly for example, and for representatives to be better trained on how to convert callers to paying customers.

The enterprise made significant changes based on the actionable intelligence gained from Marchex Speech Analytics. These changes include continuous monitoring and optimization of media that drives calls, and updates to training programs to ensure that call handling guidelines are well communicated to franchisees. In addition, the company uses data from their Lost Opportunities Dashboard to generate actionable reports to see how well franchisees are following the call guidelines.



As Marchex Speech Analytics continues to be rolled out at this business, the estimated benefit is an increase in phone leads and customers that are reaching agents.

In fact, approximately 10% more of the company's prospects are being connected with agents in a timely manner. This has resulted in having more satisfied customers who, in return, have given the company favorable reviews, referrals, and repeat business. The adjustments that the company made based on their use of Marchex Speech Analytics has had a direct and positive impact on their revenue.

## Results

This enterprise also anticipates saving approximately 5% in personnel costs now that they have re-assigned the people who were previously listening to call recordings and making sample calls to other productive roles.

To learn more, visit [Marchex.com](https://marchex.com)  
or call 800.914.7872.