



## MARCHEX SPEECH ANALYTICS

# Convert more callers into customers and gain actionable intelligence into every call

## Getting insight from your incoming phone calls is not easy

If your business relies heavily on phone calls to drive sales, one of the most persistent challenges is finding out what happened on the call, not just who is calling. Plenty of solutions provide data on call time, location and duration, but that's only part of the picture. If you want to improve customer experience and increase sales, you need data that can help you analyze the context and quality of conversations.

Marchex Speech Analytics provides detailed call analytics to marketers and sales operations teams so they can ensure that their agents, dealers and stores are handling calls successfully and maximizing revenue opportunities. With Marchex Speech Analytics, call outcomes can be connected to the actions that drove the callers to pick up the phone, allowing marketers to fine-tune their media and sales ops to improve agent performance. When marketing and sales ops teams use call data to collaborate, they can turn many more callers into high-value customers.

"Utilizing Marchex Speech Analytics like the Lost Opportunities Report allows TWO MEN AND A TRUCK® to quickly identify what areas of our marketing are working. These same tools allow us to more efficiently coach and train our staff to meet our customers' expectations. In short, better phone leads with higher opportunity for conversion."

**Caleb Williams, Marketing Innovation Manager**



### Benefits:

#### Connect media spend to conversions

Understand what happened on the call so you can quickly optimize and assign budget to those campaigns that drive phone calls that convert.

#### Retarget callers

Identify callers with a high intent to buy so that you can retarget them and gain and retain customers.

#### Gain deeper insights

Investigate what happens on calls to gain insights that can positively impact revenue and customer satisfaction.

#### Redact private data

By redacting certain private customer information, you can help ensure that the redacted information is not misused, and that your marketing activities do not unnecessarily increase your business risk.

### Features:

#### Lost Opportunity Reporting

Understand where customers are left hanging

#### High Intent Call Signaling

Understand where key call events happen

#### Searchable Transcripts

Find keywords, phrases, and topics on every call

#### Agent Script Tracking

Automate mystery shopping

## Lost Opportunities Dashboard

Get an at-a-glance view of call volume and, more importantly, the reason calls were not completed. See which calls were unanswered or were abandoned due to long hold times; incorrect transfers; or interactive voice response (IVR) errors. Marketers and sales ops can then filter those results by time, location and other factors to address specific issues.



## High-Intent Dashboard

Identify callers with a strong inclination to buy based on pre-configurable keywords that indicate high intent in the conversation such as "appointment" or "in stock now." If the call did not result in a conversion, marketers can use information from the call to programmatically retarget customers via other channels such as search and social media.



## Agent Script Tracking Dashboard

Identify high-performing scripts and the agents who use them to close more calls. Call transcript insights can be used by marketers to tailor audience-specific messages that generate high-intent leads, and by sales ops who can train agents to be more effective at handling these valuable calls.



## Transcription Search Dashboard

Rapidly respond to new customer trends and needs by searching call transcripts for mentions of special offers or product issues which might be uttered outside of a scripted conversation.

This deeper insight can reveal new retargeting opportunities, which marketers can build into a sales funnel or even to help develop messaging to proactively address customer concerns.

