

# Drive more sales

Increase revenue by providing a best-in-class phone experience.

## Auto OEM Challenges

When it comes to attracting new customers and servicing current ones, many automotive businesses focus their attention—and budget—on digital channels. All that digital effort drives form leads, chat sessions or phone calls. While much of your marketing efforts occur online, a recent [report by Forrester](#)<sup>1</sup>, found that customers who call your business are your highest value customer. They spend more, are quicker to buy and are more loyal.

With that in mind, the Marchex Institute researched phone call data for the top 16 automotive brands across multiple metrics. **The findings: 19 percent of calls to automotive businesses go unanswered or are abandoned before connecting with a representative.** And calls that are answered are often mishandled, with sales reps failing to schedule an appointment. Poor dealership phone skills are impacting significant revenue each month.

*“When General Motors rolled out Marchex Speech Analytics, we were amazed at the insights it provided. We are using this product every day to better understand our sales agent behaviors and to improve our customers' buying experience.”*

**Jim Bechtell**, VP & GM at Somerset Buick GMC Inc.

## Marchex Auto Solution

Marchex technology reveals what a caller is saying during a call, the intent of the caller, the skills of the associate, and the outcome of the interaction, so you get a holistic view of the caller's experience with your business.

With Marchex, OEMs are identifying meaningful opportunities to improve the customer experience and deliver better results to their bottom line. Learn why the largest brands in the world use Marchex.



### With Marchex you can:

#### Benchmark performance

Measure call handling to understand where customers are left hanging.

#### Prospect callers

Use call logs to identify and reconnect with callers based on their vehicle of interest.

#### Evaluate agents

Measure and score agent performance against your mystery shopping scorecard in real time.

#### Discover insights

Use search to find the calls relevant to any question you need answered.

<sup>1</sup>Forrester: Pick up the Phone: Your Best Customer is on the Line  
<https://www.marchex.com/blog/phone-customer-best-customer/>