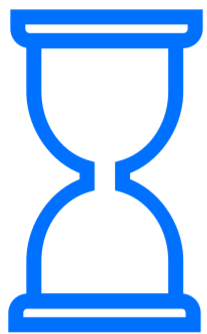


Call handling best practices for hotel companies

Reduce hold times to less than 90 seconds



Callers on hold for 90+ seconds hang up **over 50%** of the time.¹

Answer the phone in less than 4 rings



50% of hang-ups occur if the phone rings 4 or more times.¹

Increase phone staffing early in the week



Monday and Tuesday

Days caller is **most likely to hang up** before reaching an agent.¹

Friday and Saturday

Days with **highest call volume**.¹

Turn callers into customers

Callers are the best customers. According to a recent study by Forrester, phone customers spend more, are quicker to buy, and are more loyal.



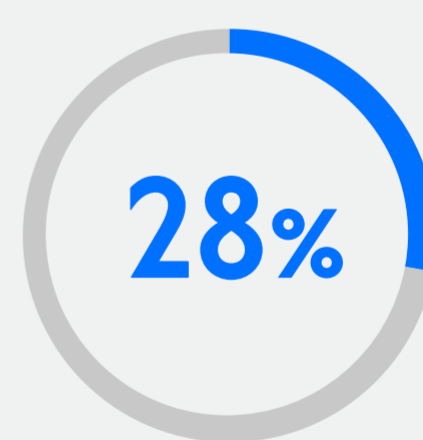
More

Phone customers spend **28%** more on purchases.²



Faster

Phone customers convert an average of **30%** faster.²



Higher

Phone customers have a **28%** higher retention rate.²



4 of the top 10 hotel brands track calls with Marchex

To learn how Marchex can help your travel business gain more clients visit Marchex.com or call 800.914.7872.

¹ Marchex Institute analysis of over 2 million calls received by the top 10 hotel brands in Q3 2017
² Forrester. Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer)