

Connect with more customers

Increase bookings by optimizing the phone experience.

Four of the top 10 hotel groups track calls with Marchex—and here's why. One of the world's largest hotel groups receives millions of phone calls—both through a central reservation system and directly to hotels—but had zero visibility into the customer experience, call quality, and service level of their field hotels.

Marchex helped them discover that a significant number of calls were going unanswered at field hotels. With this insight, the hotel group changed its call routing, resulting in higher conversions and increased sales.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert—or not. These insights will help your travel business increase bookings, lower customer acquisition costs, and increase customer satisfaction and loyalty.

Find more customers with the budget you already have

Optimizing inbound phone calls can help travel companies get more calls from potential customers within their existing marketing budget. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately and increase bookings.



Marchex helps companies in the travel industry gain insights into their call handling so they can optimize routing to improve conversions and increase sales.

 ACCOR HOTELS

 Carnival®

IHG®

 WYNDHAM



Understand the travel customer journey

It's important to know how customers are interacting with your brand. Marchex can help you connect the journey between online media and offline actions such as phone calls. Gain the insights you need to ensure callers receive a positive experience when they call your company.

Increase revenue at the agent level

Marchex uses machine learning and natural language processing to learn what a caller is saying during a call, the intent of the caller, the skills of the sales associate, and ultimately the outcome of the interaction – whether that's a sale, an appointment, or a missed opportunity. Use these insights to train your agents to ensure a positive caller outcome.

According to a recent [study by Forrester¹](#), phone customers spend more, are quicker to buy, and are more loyal. If your travel business isn't leveraging the insights waiting in its call data, your business has a blind spot that may be impacting your bottom line.

With Marchex, travel companies are identifying meaningful opportunities to increase bookings, reduce cost of acquisition, and deliver premium customer experiences. Learn why the largest brands in the industry use Marchex.

A man in a plaid shirt and jeans, seen from behind, stands in an airport terminal. He has a backpack and is holding a suitcase. He is looking out a large window at an airport tarmac where an airplane is visible in the distance. The scene is brightly lit, suggesting a sunny day.

To learn how you can gain new customers, visit Marchex.com or call 1.800.914.7872.

¹ Forrester: Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer/)