

**MARCHEX SPEECH ANALYTICS**

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

Getting insights from your incoming phone calls isn't 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 the 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, call outcomes can be connected to the actions that drove the call, allowing marketers to fine-tune their media, and allowing 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 campaigns that drive phone calls that convert.

### Retarget callers

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

### Gain deeper insights

Learn what happens on calls to positively impact revenue and customer satisfaction.

### Redact data

By redacting certain private customer information, you can help ensure your marketing activities do not unnecessarily increase business risk.

### Export call data

Export call recording data for further analysis and archiving.

### Correct classifications

Access a simple feedback tool directly within the application to quickly correct any call classification discrepancies.

### Supports British English

Obtain highly accurate transcripts for calls from British English speakers.

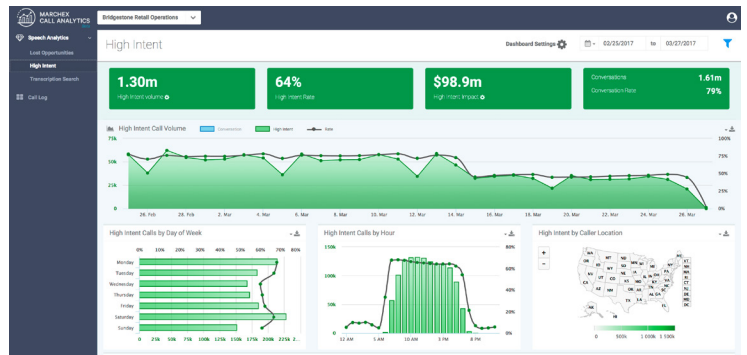
## Lost Opportunities Dashboard

Get an at-a-glance view of call volume and, more importantly, the reason calls failed. See which calls went unanswered or were abandoned due to long hold times, incorrect transfer, or interactive voice response (IVR) errors. Filter those results by time, location and other factors to address specific issues.



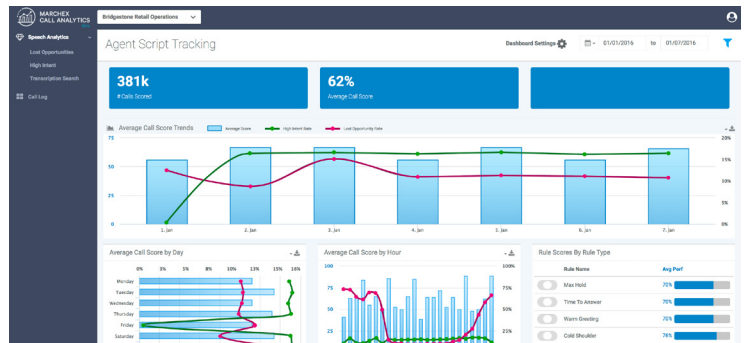
## High-Intent Dashboard

Scan conversations for pre-selected keywords, such as "appointment" or "in stock now" to identify callers with high intent to buy. If the call did not result in a conversion, use call information 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 deals. Call transcript insights can be used by marketers to tailor audience-specific messages that generate high-intent leads, and by sales ops to train agents to be more effective at handling these valuable calls.



## Transcription Search Dashboard

Rapidly respond to trends or issues by searching call transcripts for mentions of special offers or product issues. These deeper insights can reveal new opportunities that marketers can use to develop new campaigns or script new messaging that addresses customer concerns.

