

MARCHEX SPEECH ANALYTICS

Connect your media spend to call conversions

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.

"We needed a way to understand what was happening on incoming phone calls to our business. With the lost opportunities and the high intent caller dashboards provided by Marchex Speech Analytics, we can identify which calls should be driving incremental business for us. We get actionable insights so that marketing and sales can partner and make sure tele sales staff achieve top sales effectiveness."

Director of Marketing, A national home services business



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 data

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

Use this data to address call handling guidelines; adjust media placement and timing; and to track long term progress and trends.



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.

Use this data to identify high quality calls and to optimize your search and other media strategies to get more calls like the ones that converted.



To learn more, visit [Marchex.com](https://marchex.com)
or call 1.800.914.7872.