

# Drive more business

## Increase sales by optimizing the phone experience.

When it comes to attracting new customers and servicing current ones, many auto dealer groups focus their attention—and budget—on digital channels. All that digital effort often leads to customer contacts via form leads, chat contacts, and phone calls.

According to a recent [report by Forrester](#), customers who call your business are your highest value customer.<sup>1</sup> They spend more, are quicker to buy and are more loyal.

The Marchex Institute researched phone call data for the top 16 automotive brands across multiple metrics. The results: **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.

The bottom line is poor phone protocols are adversely impacting dealer groups' revenue.



Marchex helps dealer groups convert more callers into customers.

carpro

Hendrick  
AUTOMOTIVE GROUP

KOONS

## Marchex solutions for dealer groups

Marchex uses machine learning and natural language processing to help dealer groups understand what happens on an inbound call: the intent of the consumer, the skills of the sales associate, and ultimately the outcome of the interaction—whether that's a service appointment, a sales call, or a missed opportunity.

Marchex solutions facilitate reporting by surfacing call data at the dealership level and providing visibility across multiple locations. Marchex can send data directly to dealerships' CRM systems, so sales teams can easily follow up with their customers.

Learn why the largest brands use Marchex to increase sales, customer satisfaction, and revenue.

A male mechanic in a blue uniform and cap is working on a car wheel. He is using a wrench on the wheel hub and a power drill on the tire. The background shows a garage with various tools and equipment.

To learn how Marchex can help your auto dealer group find more customers, visit [Marchex.com](http://Marchex.com) or call 1.800.914.7872.

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