

## 5 ways moving companies can get the most out of inbound phone calls



**When someone needs a mover, she typically completes a Google search and then calls the first few companies on the results page.<sup>1</sup>**

Moving company marketers rely on digital campaigns to drive leads to their business. Many of these digital ads have phone calls as the next step.

So, what happens at your business once a potential customer calls? Call Analytics can provide an answer to this and several other call-based questions.

### Here are 5 actions moving company marketers can take using insights from call data.

- 1 Optimize high-performing channels**  
Some ads and channels will likely be more effective than others. Understand what works and restructure your media budget for best results.
- 2 Address issues in inbound call flow**  
Call Analytics can show how many minutes a customer is on hold, how many calls are abandoned at what point during the call. Understand the weak spots in the phone journey and address them.
- 3 Provide an excellent customer experience**  
Once you know where your calls are coming from and have streamlined the phone journey for success, learn what happens on *each call* to improve the outcome of every opportunity.
- 4 Improve call scripts to better connect with callers**  
Learn what key words and phrases correlate to a high conversion rate and consider including these words in agent call scripts to help guide the conversation.
- 5 Measure agent adherence to phone scripts**  
Learn how well agents perform against the approved scripts and provide training to further enhance outcomes.

Marchex Call Analytics can help your moving services business turn more callers into customers.

<sup>1</sup> <https://www.mainstreetroi.com/local-seo-for-moving-companies/>