

The cost of saying 'No'

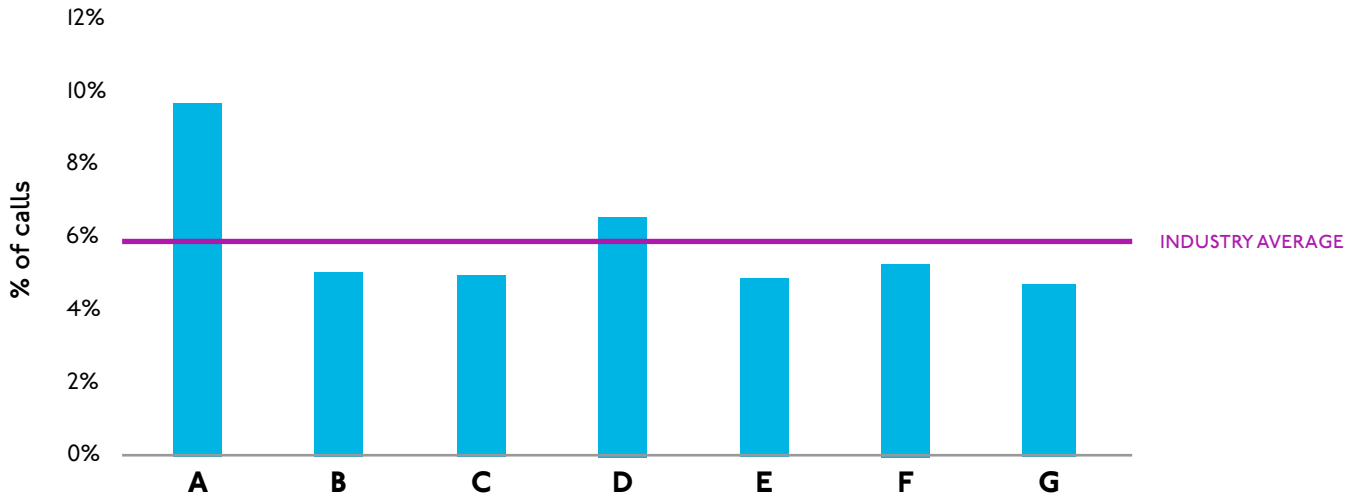


A Marchex Institute Report



How often brands say 'No'

Overall 'no' rate ranges from 5-10% across brands



Aftermarket auto service brands

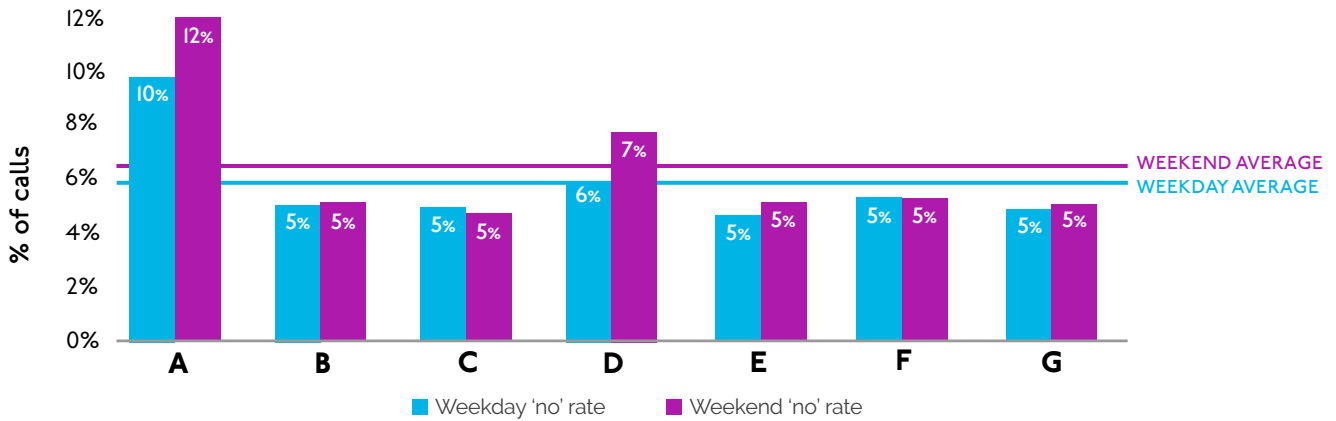


No company wants to turn away business. The good news is, brands say 'Yes' most of the time. On average, brands say 'No' 5.9 percent of the time, with some brands saying 'no' to one out of every ten customers. While this may appear insignificant, what this actually shows is that 5.9 percent of the time, shops lose business for no other reason than they aren't staffing or stocking optimally. Not only do they not have a part or a time slot, they aren't even in a position to offer an alternative.

The ramifications likely extend beyond the lost sale. Since a customer is forced to go elsewhere for this purchase, the next time they need service or parts, there is a strong likelihood they return where they had success. Not only does the shop lose an immediate sale, but they likely lose that customer and all the customer's future purchases.

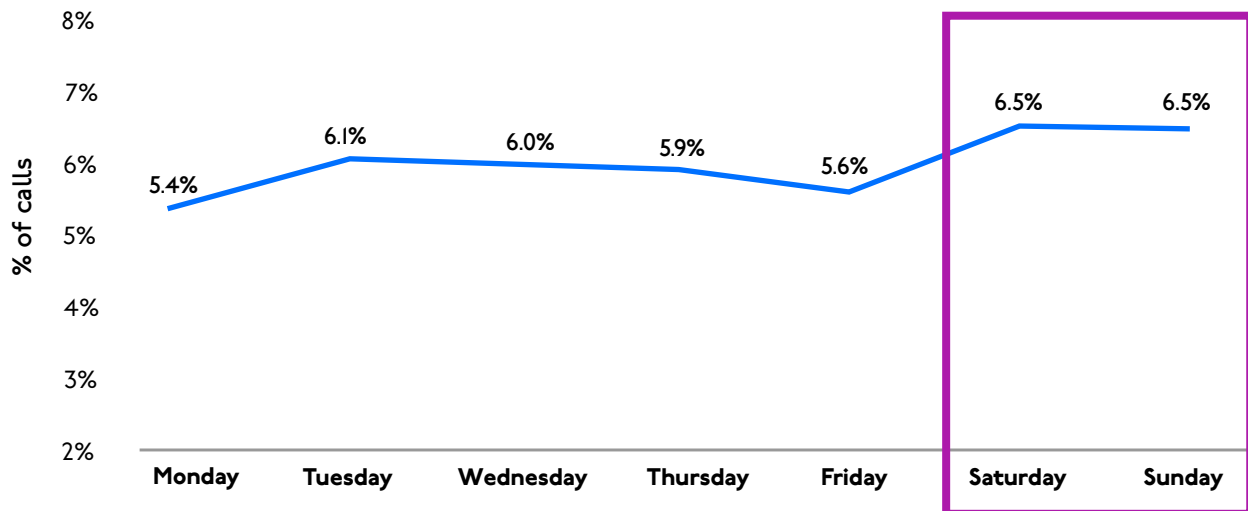
When agents tell customers 'No'

For 5 out of 7 brands analyzed, agents say 'No' more often on weekends than on weekdays



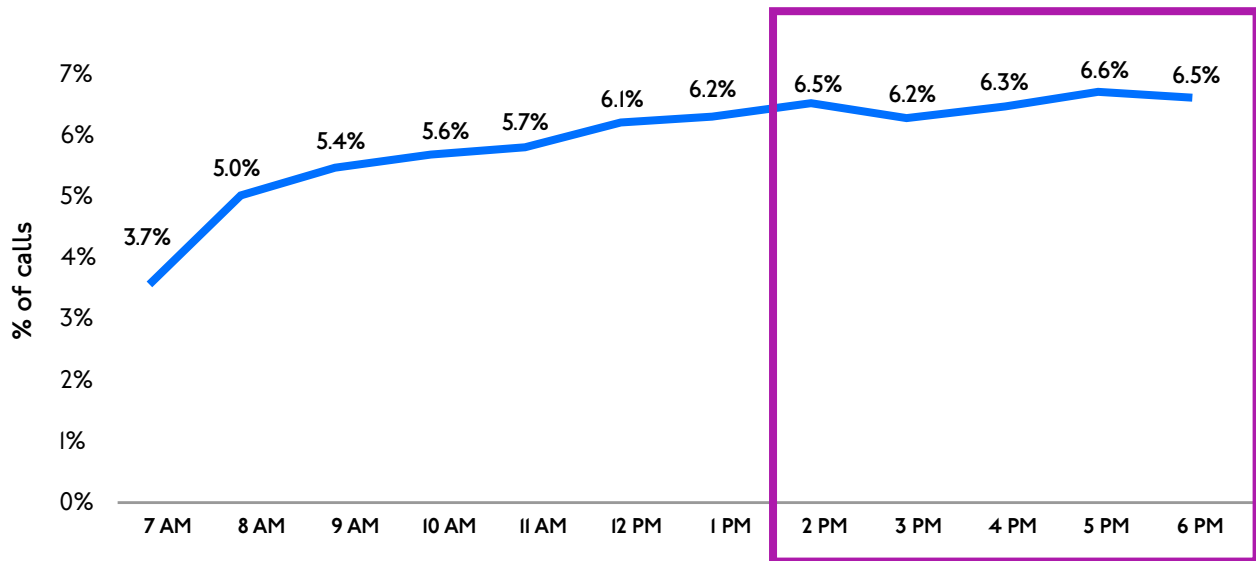
The higher rate of weekend 'Nos' is likely due to the mismatch of appointment and customer availability. More customers are likely looking for evening and weekend appointments. While service visits may be limited to space and number of technicians, staying open longer on the weekends may help brands say 'Yes' more often.

Agents say 'No' more often as the week progresses



Customers call for parts and accessories as well as services. Be sure to have stock on hand for customers looking to purchase.

Agents say 'No' more often as the day goes on



Some of the brands studied have indicated they don't staff as much and actually shorten their hours on weekends and some weeknights because employees don't want to work nights and weekends. This presents a problem because this is when the public needs their services most. Incentivizing employees to work night and weekend shifts can put stores in the position of being able to say "Yes" more often.

Conclusion

Auto services businesses—and any business that relies on inbound phone calls for sales—can benefit by reducing the number of times it turns away customers. Not only can the company make an immediate sale, but it raises the probability of future sales with that customer. Happy customers tend to be loyal for a variety of reasons.

They may want to give their business to companies that are easy and pleasant to transact with. They also may perceive good value from a business that stays open to meet their scheduling needs. Or, it could just be that going with what they know is the course of least of resistance. No matter the reason, return customers are the highest-value customers for many businesses since the cost of acquisition is already covered.

Gaining insights into inbound call behavior can help businesses see what's working well and where performance can be optimized to acquire and keep more customers.

About Marchex

Marchex understands the best customers are those who call your business. Marchex solutions help you understand who called and why, so you can turn more of these callers into customers.

About the Marchex Institute

The Marchex Institute is the data and insights arm of Marchex. Comprised of senior marketing analysts and data scientists, this group produces custom studies for global brands and commissioned research for the automotive, communications, travel, financial services, and home services industries.



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or call 1.800.914.7872.

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Natalie is an analyst at the Marchex Institute responsible for producing custom data analyses for Marchex clients as well as product and industry studies for Marchex

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Research and analysis performed by Erin Murphy



Erin is an Analytics Manager at the Marchex Institute. She is responsible for providing actionable insights to Marchex clients to help increase their conversion

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