Marchex®

Call Analytics for telco service providers

How the industry uses Call Analytics technology for success

Companies that provide telecommunications capabilities such as cell phone or VOIP services are often heavily reliant on calls themselves when it comes to finding new customers. In short, when potential wireless customers want to learn about phone plans, they call.

It may begin with a display ad, a TV commercial or a paid search impression, but the next step in the path to purchase is usually a phone call to a rep who can help them get started. Data from calls is a valuable trove of information that can help Telco companies optimize marketing efforts, improve call center operations and refine the customer experience.

Optimize your marketing budget

Measuring the performance of call extensions and click-to-call ads goes beyond counting clicks. You can learn which keyword drives the most calls and which channel performs best. Call Analytics shines a light on the offline blind spot that can happen when customers leave the digital realm via a phone call.

## Improve call center operations and the customer experience

Besides optimizing marketing spend to drive more calls, Call Analytics can help improve your internal operations once a call is received. AI-powered speech analytics technology can analyze inbound calls at scale and uncover patterns not previously visible. Learn which key phrases indicate a high intent to purchase and revise

agent scripts to drive to that outcome. Understand which agents are high performing and leverage their best practices.

The power of speech analytics technology in action

One Marchex Telco customer uncovered an operational issue that prevented its team from closing deals. Because Marchex technology surfaces anomalies such as a high degree of failed calls occurring in a specific channel, the company was able to go deeper and pinpoint the issue. By resolving the operational breakdown, the Telco uncovered additional opportunities to gain customers.

With Marchex, you can view your data in meaningful ways to better understand your customers

96%
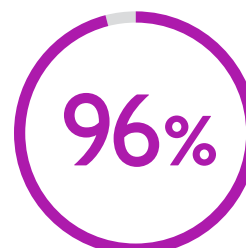
96% of Marchex customers surveyed rely on Marchex Call Analytics reporting every day.[1]

[1]TVID: 6E4-D49-430

Get visual with your data: Dashboards can provide actionable insights in real time

Connect media spend to conversations

The Lost Opportunities Dashboard can measure call volume and the reason calls fail. Filter results by time, location and other factors to address specific issues. Improve call handling procedures, adjust media placement and timing, and track long-term trends. Identify callers with a strong intent to buy.


Improve call handling across locations

The Agent Script Tracking Dashboard can rank scripts and agent performance to help you optimize your messaging across locations and provide training to agents so they are more effective.

Identify callers with a high intent to buy

The High Intent Dashboard can surface calls mentioning chosen keywords, such as "in stock," and measures the outcome of the call. Create look-alike audiences on social media or, for calls the that didn't convert, use call data for retargeting these prospects.
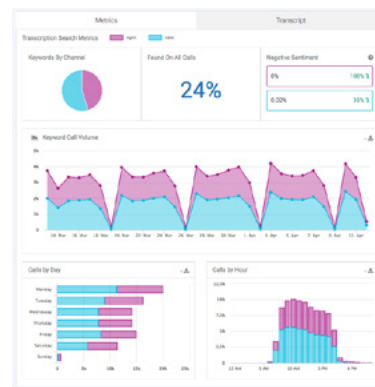
Gain deeper insights

The Transcription Search Dashboard can reveal customer sentiment and other trends so you can respond.

To learn how you can gain insights from your inbound phone calls, visit Marchex.com or call 1.800.914.7872.

About Marchex

Marchex helps businesses gain deep insights from inbound calls. Marchex customers use our platform to benchmark performance, improve caller experiences, achieve complete marketing spend attribution, and convert callers into sales. Learn more at marchex.com or the Marchex blog.

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