Marchex

Drive more business

Increase sales by optimizing inbound phone calls

Several national auto services chains use Marchex to surface actionable insights from the calls they rely on to generate business. By optimizing call handling, these companies can increase sales opportunities.

A leading national auto service provider turned to Marchex to gain insights on phone handling performance by sales center. Script tracking helped them achieve a cost-effective way to measure store performance for every call in an automated way. By measuring agent performance against a scorecard, they could learn how to improve call handling across locations and improve performance.

How it works

Marchex speech analytics technology leverages a sophisticated set of AI assets to automate the tedious process of validating when and where agents stay on message. Marchex delivers aggregated data you can filter to gain insight on how well agents are performing, and whether or not certain calls pass criteria you define—whether that criteria is keywords, phrases, scripts, and other signaling data.

Marchex technology is easy to use. Integration with Marchex doesn't require the intensive investment of installing hundreds or thousands of servers across locations. You don't need to modify existing infrastructure, add processing power, or hire more call agents and data analysts. Instead, you deploy Marchex Call Tracking Numbers (CTN) and determine the script criteria that represents how communications should occur between your agents and customers. Then our technology does the rest.

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.
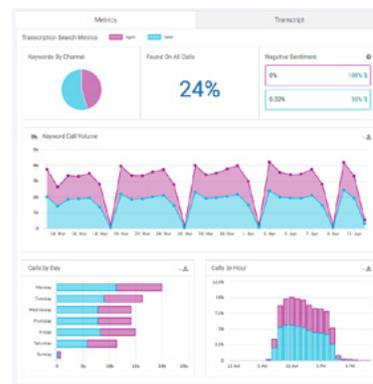
Gain deeper insights

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.

Marchex