

Learn how a national franchise boosted appointments 25% across its lowest-performing locations with Agent Script Tracking


Agent Script Tracking is one of the top features of Marchex Call Analytics Conversation Edition because it quickly offers actionable insights into agent performance. The feature is based on a scorecard that automatically measures agent actions such as "Answered the call in less than 3 rings." Scorecards can have multiple metrics and are customizable so businesses can tailor the metrics to align with their scripts. By measuring agent actions with a scorecard for every call, call handling gaps can be addressed quickly.

Here's an example. A national car service brand that relies heavily on inbound phone calls to set customer appointments for service implemented the Marchex Agent Script Tracking scorecard in October 2016. They quickly gained a baseline of store performance across more than 800 stores by using a scorecard. The brand's scorecard measured various actions for a maximum score of 100. The brand shared the results with each store, along with the actions that were measured.

For many businesses like this brand, **setting appointments is a key generator of revenue.** With this in mind, the Marchex Institute further analyzed the calls for the brand to show how improved call handling can help their bottom line.

In October of 2016, the 25 lowest-performing stores set appointments 8 percent of the time when taking a call. In October 2017, these same stores set appointments 10 percent of the time, **a 25 percent increase in appointments.**

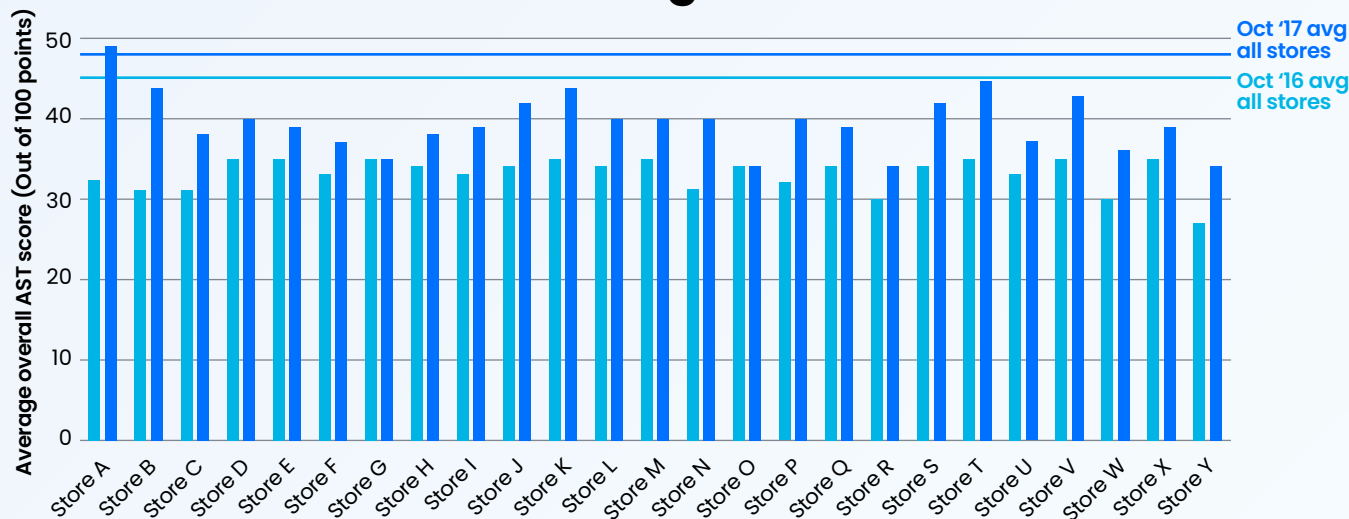
By breaking down the agent phone script into specific behaviors and measuring agent performance in adhering to these behaviors, this brand was able to set 25 percent more appointments across 25 of its lowest-performing stores.

25% 
**Appointment
rate increase**
across lowest performing
locations

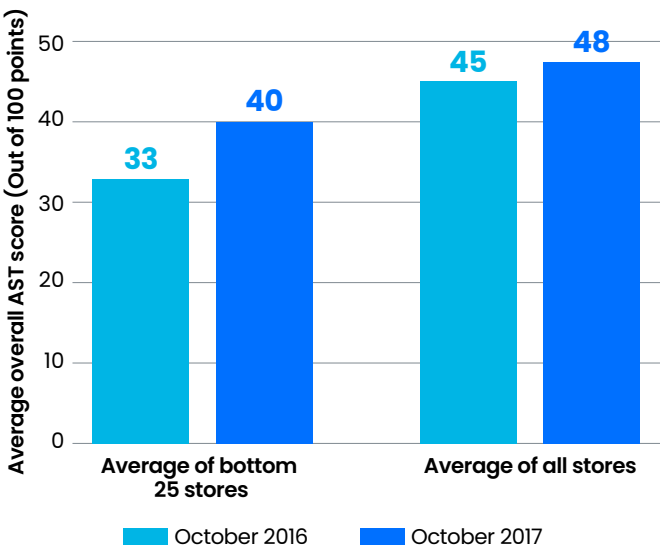
Over the course of a year, the individual store locations had an opportunity to learn what they were being measured on, and could take actions to improve their scores.

Below is a chart of the 2016 and 2017 scores for the lowest-performing 25 stores compared to the average of all 800+ locations across the brand.

25 lowest-performing stores compared to the average of all stores



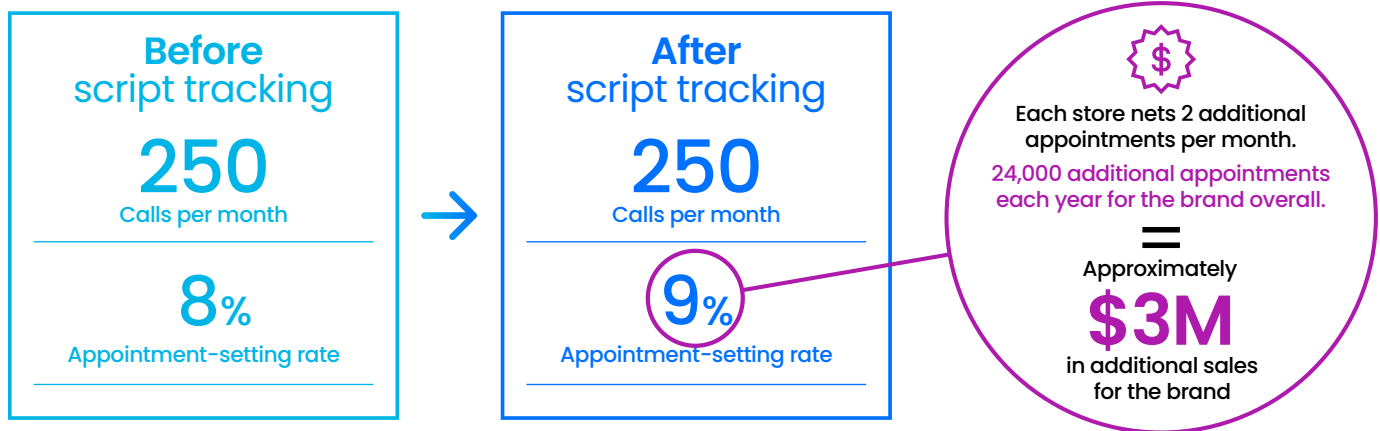
Agent Script Tracking Scores for 2016 and 2017



What gets measured, gets improved

Overall, the bottom 25 stores raised their agent script tracking score on average by seven points, compared with three points for locations overall. This is a 21 percent improvement in script adherence year over year! The brand, as a whole, improved call handling seven percent year over year.

How a slight improvement in appointment setting can drive more revenue across a 1,000-store brand



For brands that rely on phone calls for business, call handling plays a critical role in the outcome. Slight improvements on the phone can drive additional revenue opportunities for the brand.

If the overall increase in appointments across all locations of a 1,000-store brand rises from 8 to 9 percent, and we assume that 75 percent of customers show up for their appointment, we can estimate the amount of additional annual revenue for the brand.

Assuming the number of monthly calls to each store is 250 and each store's appointment-setting rate increases from 8 to 9 percent, each store would net 2 additional appointments per month or 24,000 additional appointments each year for the brand overall. This could result in an estimated \$3 million in additional sales for the brand.¹

1 Based on average revenue per conversion of \$188, a value determined by the Marchex Institute while researching 7 national car service brands.

Anatomy of an Agent Script Tracking Scorecard

Task	Possible	Agent Score
Answered the call in less than 3 rings	20	20
Greeted caller and offered to help	10	10
Gathered customer name	10	10
Gathered phone number	10	0
Provided pricing	10	10
Suggested an appointment	20	20
Provided directions/alternatives	10	10
Booked an appointment	10	0
TOTAL	100	80

The Agent Script Tracking scorecard comes with a standard set of measured actions based on those often used in mystery shopping programs. These actions and their potential scores are highly customizable based on business type and objectives.

Agent script tracking in the Marchex Call Analytics Conversation Edition can be measured at the regional, store or individual agent level. Data is displayed on the Agent Script Tracking dashboard.

Agent Script Tracking

Dashboard Settings

258k

Calls Scored

49%

Average Call Score

60% (155k)

Passing Calls (set to: 50%)



The Marchex Call Analytics Agent Script Tracking dashboard

For multi-location businesses that depend on phone calls to drive revenue, evaluating phone skills and making script adjustments to set more appointments can help **drive additional revenue with no new employees or hardware.**

Learn more at [Marchex.com](https://marchex.com)
or call (800) 840-1012

Marchex Call Analytics Conversation Edition contains a robust set of dashboards that measure various aspects of your inbound phone traffic. Understanding business traits, such as how well your agents follow your script, can provide insights that you can act upon to optimize this valuable stream of traffic.