Provide more quotes
with Marchex Call Analytics

Before working with Marchex, a Fortune 500 insurance company reported challenges with understanding what happens on calls.[1]

Marchex helps insurance brands discover what happens on *every* call, at every location. Using AI-powered language processing, Marchex technology helps insurance brands learn the intent of the call, what is said on the call, how the agent responds, and the outcome of the interaction.

Marchex customers learn what drove a caller to request a quote, and how to optimize calls for this outcome. They understand which agents and locations have the best performance and seek to replicate those best practices at other locations. They also learn which key phrases are highly indicative of a conversion, and modify agent scripts to improve call outcomes. In short, Marchex helps insurance businesses optimize inbound calls—and revenue.

96%

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

[1]TVID: 6E4-D49-430

1 https://www.techvalidate.com/product-research/marchex/facts/05A-4F0-40A

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.
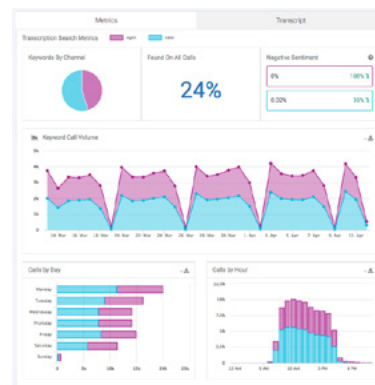

Improve call handling across locations

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.