

Five topics marketers should discuss with sales operations

Dig into call success metrics to build engaging, revenue-generating campaigns

"I don't know if the success or failure of my campaigns is due to my media strategies or sales operations."

Many marketing teams use a lot of their budget obtaining phone leads and converting those leads into customers. For leads that don't convert, marketers need to know why. Fortunately, sales operations have much of this knowledge in-house. The information they can provide could increase revenue opportunities significantly.

Marketers must consistently work closely with sales operations to get real insights based on actual customer touch points. They can then streamline marketing spend and drive growth by using this information to both optimize media strategies and work with sales operations to improve conversion rates.



The five topics you should ask your sales operations team about are:

1. Call volume and call outcome

Compare this information to your media plan and adjust your media strategy accordingly.

- Did call volume and conversions spike after recent campaigns?
- At what times of day did call volume increase or decrease?
- Did revenue per call increase during the campaign?

2. Reasons that calls fail

Use this data to better understand how marketers can improve call completion rates.

- What is the split between calls that get completed vs. those that do not?
- Do you know the reason calls are not completed?
- Are there technical issues happening at the call center that are causing calls to fail?

3. Agent training, turnover and performance

Use this information to validate the marketing campaign materials you enable agents with.

- How do you train agents to handle incoming calls per customer service standards?
- Do agents feel confident learning and using provided marketing materials?
- Can you measure how closely agents follow scripts, and if those scripts result in conversions?

4. Which agents, franchises and dealers are achieving sales targets?

Roll this feedback into the messaging used to promote the next marketing campaign.

- Can you identify why top performing agents, regions, etc. are excelling or under performing?
- Do you know how your best performing agents do it?
- Can you identify best practices from top performing agents?

5. Identifying high-intent callers and new opportunities

Use this information to determine products and services to feature in future promotions?

- Can you identify "high-intent" callers based on phrases mentioned in call conversations?
- Can you track caller mentions of specific brands, ad creative and offer details?
- Is there a plan for following up with callers who indicate a possible future call or store visit?

For marketers, the key is working with sales ops to understand the quality, context and content of phone conversations, and using that knowledge to create more effective campaigns.

Marchex Speech Analytics gives marketers and ops actionable intelligence from every call. Learn more at [Marchex.com/speech-analytics](https://marchex.com/speech-analytics) or call 800.914.7872