Marchex

Auto dealership uses Marchex to take back control of the phones

AUTOMOTIVE | MARCHEX CALL ANALYTICS CONVERSATION EDITION | IMPROVED CUSTOMER EXPERIENCE

Dealership of a major auto brand focuses on providing an excellent customer experience as a business objective.

Marchex helps dealer drive more appointments and better service

Challenge

A dealership business development manager of one of the world's largest automotive manufacturers considers the phone a key operational component,

"Much of our marketing efforts are aimed at getting customers to call— whether it's to set an appointment, get a quote for service, or inquire about a car. This makes understanding who answers the phone, and the quality of those interactions, mission-critical."

However, after the initial weeks of rolling out a dedicated customer service phone program, he noticed the dealership had a high failed call rate. Using Marchex Call Analytics technology, he dug deeper and identified the exact issue. He found the service department was slow to answer the phone, leading to a high rate of failed calls.

RESULTS

Increased appointments
Decreased failed calls

Because of these lost opportunities, the dealership was leaving a lot of money on the table.

Solution

One of this business development manager's favorite aspects of Marchex Call Analytics technology is, "its ability to see who is picking up the phone and who isn't answering." After noticing the service department's high failed call rate, he called a meeting with the service manager and team. They agreed on a new "3-ring rule" that required the service department to pick up within 3 rings. In addition, the business development manager requested a login for the service department manager, and taught him how to use the Marchex Call Analytics dashboard so he could ensure his staff was complying with the new rule. The manager also worked with his team to return all missed service department calls.

Thanks to Marchex, the dealership business development manager obtained a series of actionable insights that have "given us more control over the phone."

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