

Your best customers are calling

Do you know what happens next?



Getting insight from your incoming phone calls is not easy. If your business relies heavily on phone calls to drive sales, one of the most persistent challenges is finding out what happened on the call, not just who is calling.

Plenty of solutions provide data on call time, location and duration, but that's only part of the picture. If you want to improve customer experience and increase sales, you need data that can help you analyze the context and quality of conversations.

Marchex speech technology provides detailed call analytics to agencies, marketers and sales operations teams so they can ensure that their agents, stores and franchisees are handling calls successfully and maximizing revenue opportunities.

"Utilizing Marchex (speech analytics technology) like the Lost Opportunities Report allows TWO MEN AND A TRUCK® to quickly identify what areas of our marketing are working. These same tools allow us to more efficiently coach and train our staff to meet our customers' expectations. In short, better phone leads with higher opportunity for conversion."

Caleb Williams, Marketing Innovation Manager



AGENCIES AND MARKETING TEAMS

Improve the ROI of your marketing spend using insights from customer conversations.

SALES TEAMS

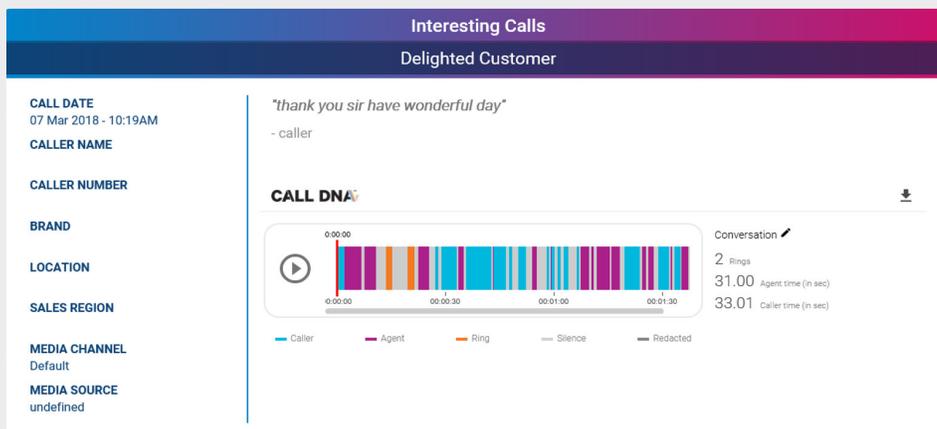
Increase conversion rates and revenue using intelligence gleaned from customer conversations and contextual call routing.

The Executive Overview Dashboard gives the C-Suite and line of business owners the ability to easily identify trends that indicate overall business health.



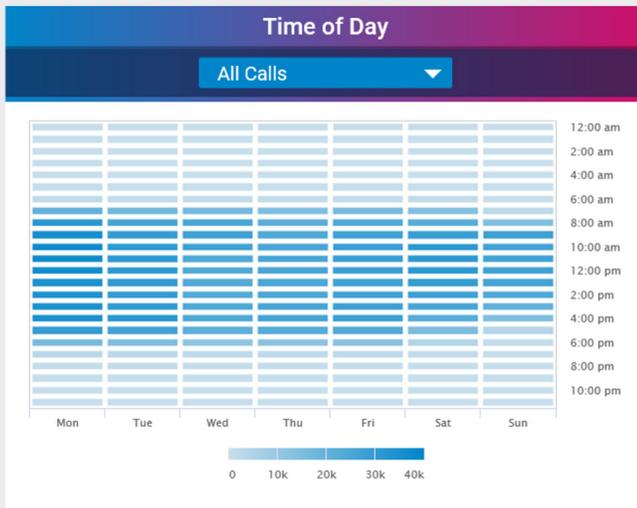
Trend Chart

The Trend Chart helps optimize media and keyword strategies with insights from high intent and lost opportunity customer calls.



Interesting Calls breakout

Powered by Call DNA®, the Interesting Calls breakout uses a sophisticated algorithm to highlight your most interesting customer conversations, from delighted to disgruntled.



Time of Day chart

The Time of Day chart provides companies a consolidated, zoomed-in view of customer conversations by day and down to the hour.

LOCATION - TOP FIVE	Count
Darlene M. - District 1	89,597
Matthew J. - District 15	9,943
Erin M. - District 10	3,167
Natalie A. - District 12	2,979
Nicole S. - District 7	2,647

LOCATION - BOTTOM FIVE	Count
Justin D. - District 2	30
Scott M. - District 5	30
Drew A. - District 6	33
Jennifer T. - District 4	33
Tony S. - District 6	33

Leaderboard

Use the Leaderboard to capture top and bottom sales performers across KPIs like percentage of deals closed, upsell and cross-sell conversions and sales lift.

Location	TOTAL CALLS	LOST OPP CALLS	LOST OPP RATE	HIGH INTENT CALLS	HIGH INTENT RATE	AVG AGENT SCORE
National	91,338	42,047	46%	9,655	11%	49%
District 1	10,065	5,329	53%	400	4%	30%
District 2	1,891	534	28%	716	38%	42%
District 3	1,879	513	27%	788	42%	44%
District 4	1,878	239	13%	1,025	55%	51%
District 5	1,863	288	15%	807	43%	40%
District 6	1,862	349	19%	571	31%	32%
District 7	1,835	355	19%	657	36%	40%
GRAND TOTAL	2,145,578	388,123	18%	845,330	39%	39%

Call Table

The Call Table displays an aggregated roll-up of all call metrics in a single view, tying business metrics together in ways that grow revenue and accelerate ROI.



Lost Opportunities dashboard

Get an at-a-glance view of call volume and, more importantly, the reason calls were not completed. With deeper insights like this, you can reveal new retargeting opportunities that you can build into your sales funnel or use to help develop messaging to proactively address customer concerns.

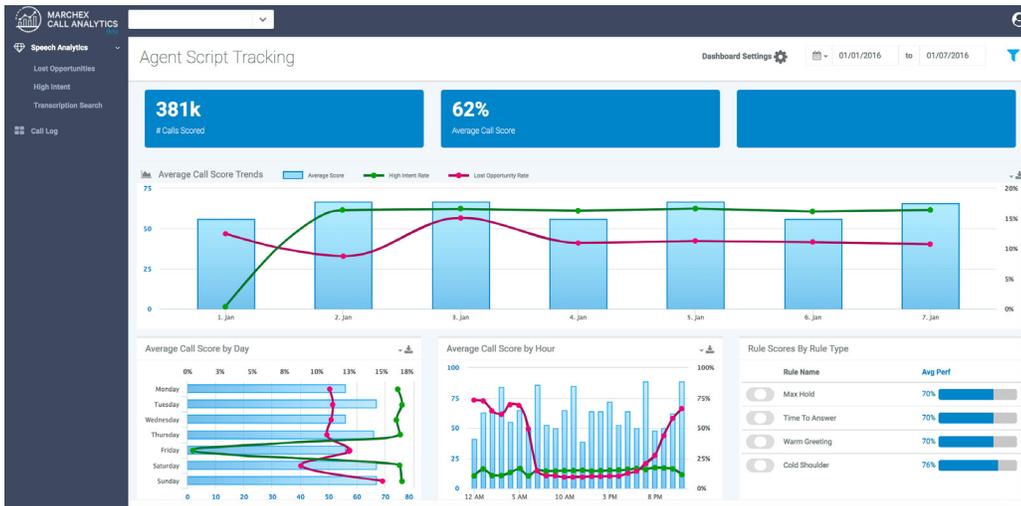
This data helps address call handling guidelines, adjust media placement and timing and track long-term progress and trends. Marketers and sales ops can then filter this data by time, location and other factors to address specific issues.



High-Intent dashboard

Identify callers with a strong inclination to buy based on pre-configurable keywords that indicate high intent in the conversation such as "appointment" or "in stock now." This ensures your marketing is driving high intent calls, and know whether they result in a conversion.

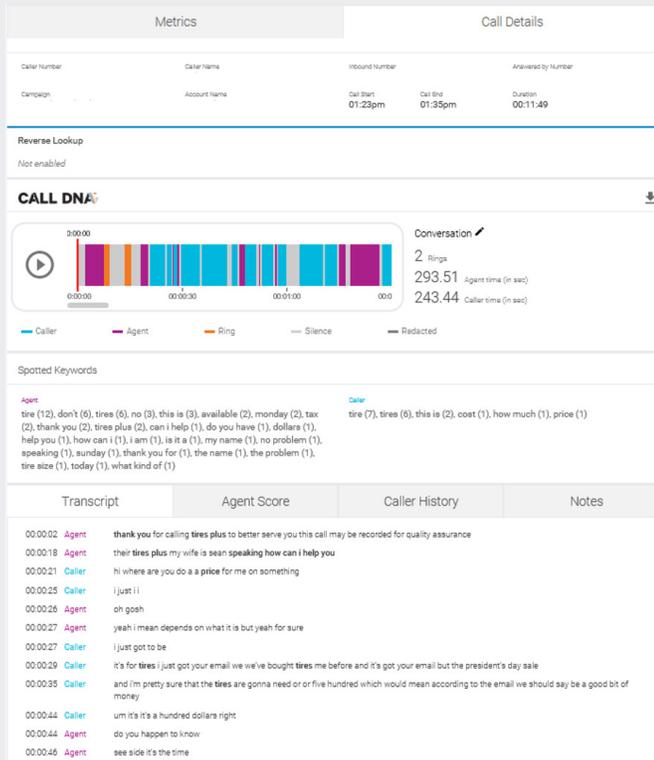
If the call did not result in a conversion, marketers can use information to learn why before programmatically retargeting customers via other marketing channels at a fraction of the cost.



Agent Script Tracking dashboard

Pinpoint high-performing scripts and the agents who use them to close more calls. Then automate secret shopping to identify agent, store or franchisee call-handling challenges, best practices and behaviors that separate high and low performers.

Marketers can use these insights to tailor audience-specific messages that generate high-intent leads, and sales ops can train agents to be more effective at converting valuable, revenue-generating customers.



Transcription Search dashboard

Rapidly respond to new customer trends and needs by searching call transcripts for mentions of special offers or product issues which might be uttered outside of a scripted conversation.

Through Marchex's proprietary Call DNA technology, you'll get a visualization of all your conversations as well as automated classifications for calls that go unanswered or abandoned due to long hold times; incorrect transfers; or interactive voice response (IVR) errors.