

Marchex

Drive more revenue by recovering lost opportunities

Marchex Sales Rescue alerts you real-time when a potentially high-valued sales conversation ends negatively and gives your sales team the ability to immediately follow-up and save the sale.

Marchex Sales Rescue combines Marchex artificial intelligence with call monitoring and scoring services to alert businesses when a potential buyer hangs up without making a purchase, or when certain calls did not meet the business' customer service standards. It then automatically sends you an alert after a call ends so that your sales team can take action to turn that potentially lost prospect into a satisfied, long-term customer.

How it works



New or Existing Customer

Calls to schedule a service appointment.



Representative at Location

Fails to successfully schedule an appointment when the caller hangs up after agent put the caller on hold to search for the requested time



Marchex AI and Call Monitoring/Scoring

Identifies a negative disposition and sends an alert to the customer's preferred e-mail(s); and adds the missed opportunity to the Callsaver Dashboard queue.



Callsaver Dashboard and Queue

Enter and track rescue attempts and validate ROI

- Number of revenue opportunities sent
- Number of rescue attempts made
- Number of saves made, including revenue
- Additional Scorecard Data points

For most businesses, this is the end of the opportunity; locations can't listen to calls in real time (much less at any time).

By saving the most valuable missed opportunities, the business drives more revenue from the same prospects.

Accountability and transparency: Who followed up? Were they successful? Why or why not?

Key Business Benefits



Alerts

Get high-valued, real-time lost opportunity alerts when a conversation ends negatively



Sales

Improve your close-rate by giving your business a second chance to make the sale



Support

Provide 'Call Center' level support for your national or regional network business locations



Reporting

Track efficiency of rescue attempts - improve call handling and drive incremental revenue



Accountability

Deliver new accountability and transparency at the business location level

Marchex Sales Rescue can give your business a second chance to win the prospects that already raised their hand and expressed intent but did not convert—before they become a competitor's customer and a lost sale for your business.

Learn more

www.marchex.com/blog/sales-rescue