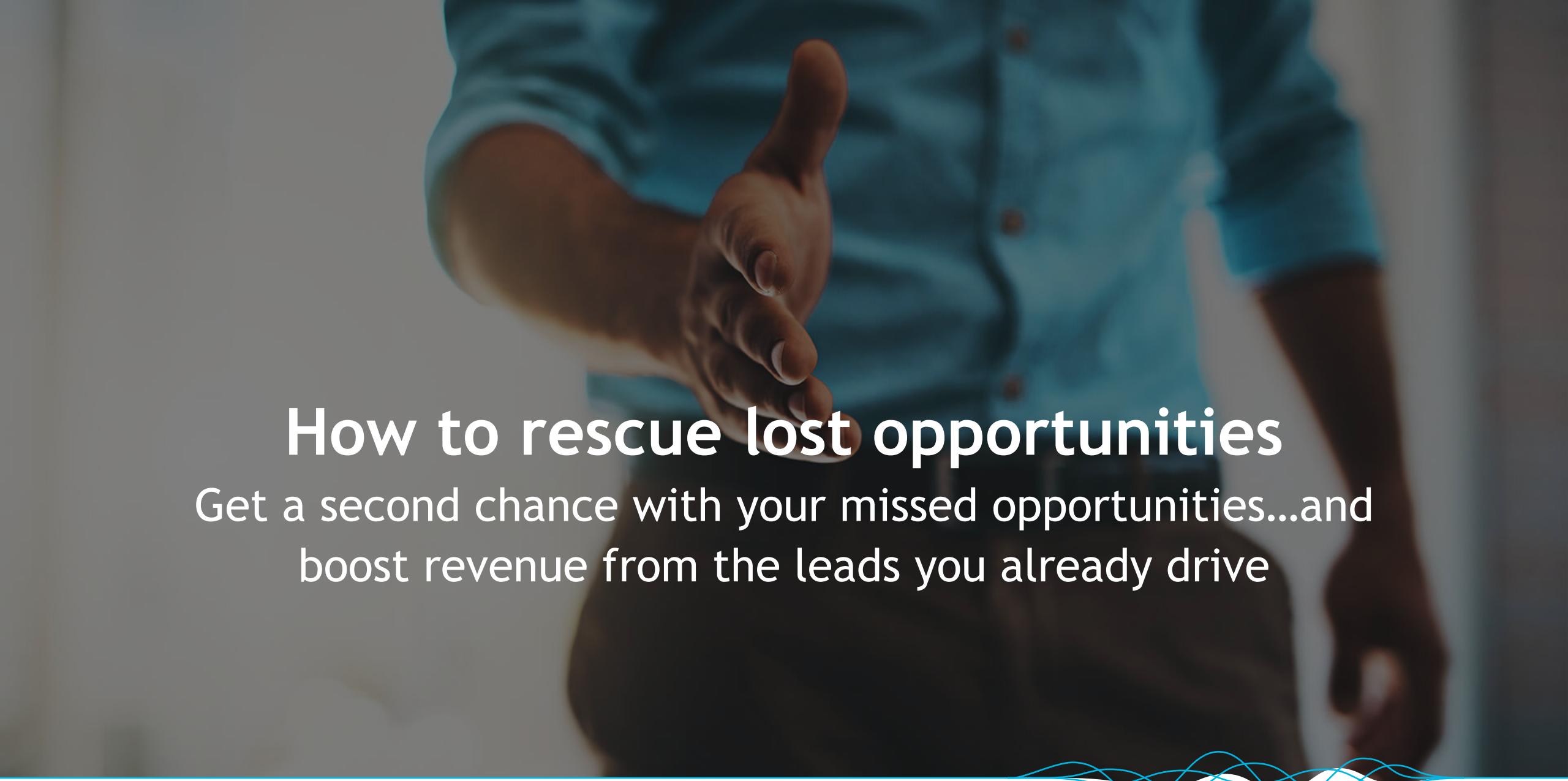


How to rescue lost opportunities

Get a second chance with your missed opportunities…and boost revenue from the leads you already drive

Marchex

Meet Today's Speaker

Sterling Weiss

Senior Business
Development Manager

MARCHEX FOUNDED IN

2003

300

EMPLOYEES

1 Billion

MINUTES OF CONSUMER-TO-BUSINESS CONVERSATIONS PROCESSED ACROSS MARCHEX BRANDS IN 2018

30+ PATENTS

50%

OF THE TOP 10 HOTEL PROVIDERS USE MARCHEX SOLUTIONS

25,000+

BUSINESSES RECEIVE LEADS EACH MONTH WITH CALL MARKETPLACE

Marchex

NEARLY

300 Million

CALLS PROCESSED PER YEAR ON THE MARCHEX PLATFORM

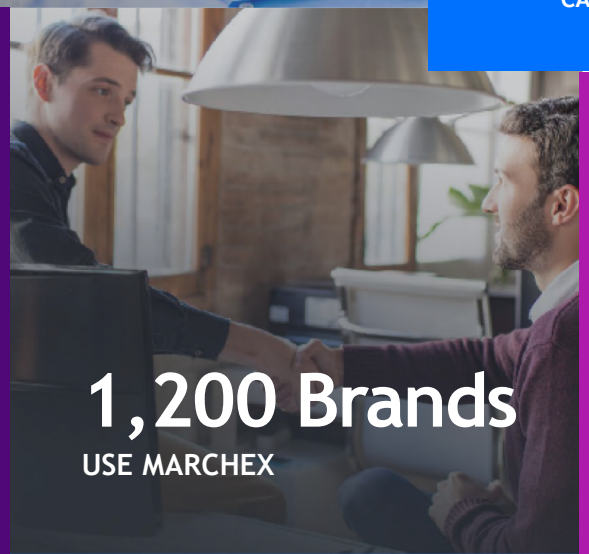
Over 75

Senior Living Brands

Benefit from MARCHEX in some capacity

6 of the Top 10

Telecom Companies USE MARCHEX



1,200 Brands

USE MARCHEX

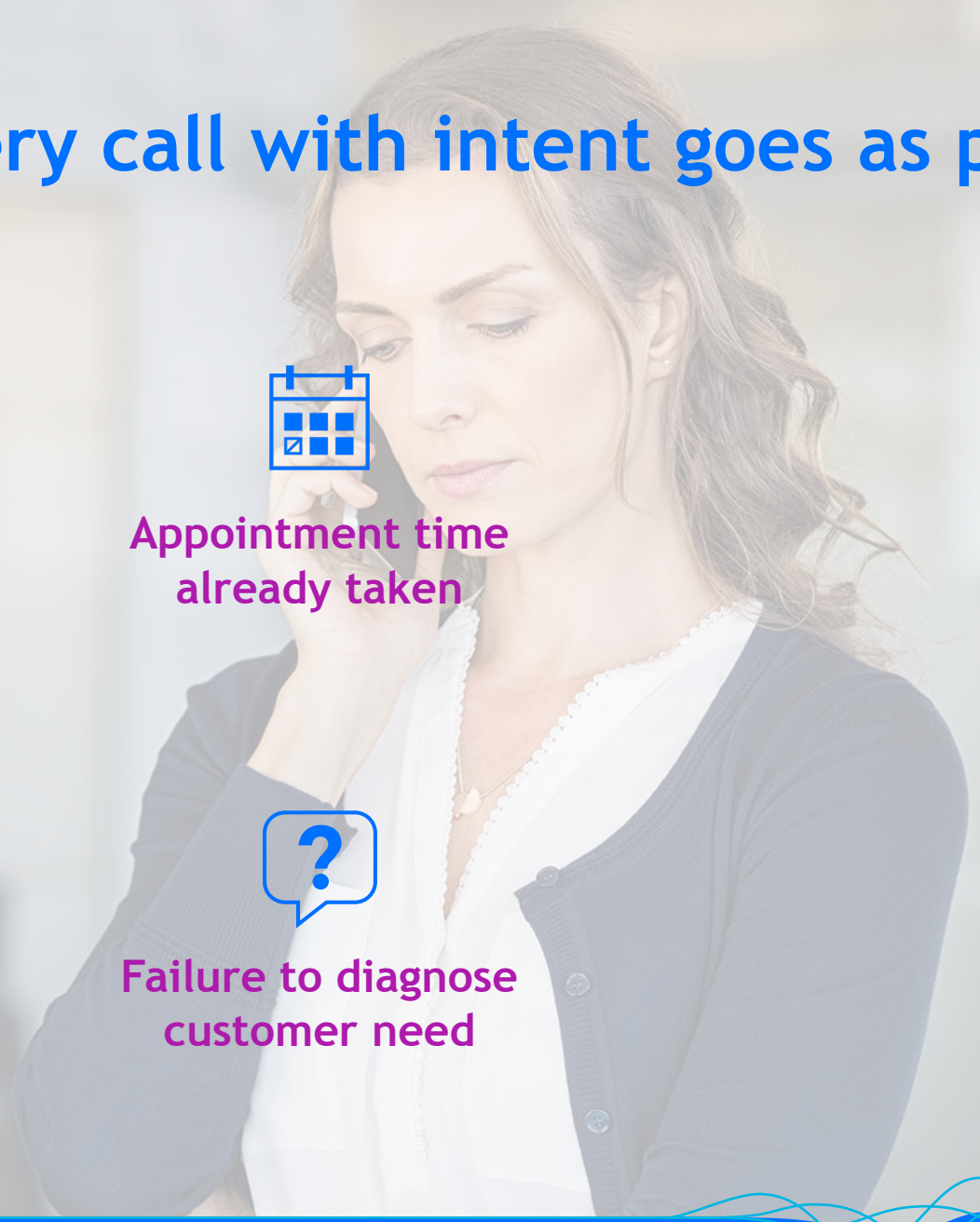
50%

OF THE TOP 10 AUTOMOTIVE MANUFACTURERS USE MARCHEX SOLUTIONS

What's the Value of a Call?

Avg. LTV of a Lease: $120K - $330K
% of High Intent Callers: 16% - 35%
Failed Call Rate: 1 in 5
75% book with 1st person they talk to.

Challenge: Not every call with intent goes as planned…



No availability

Appointment time already taken

Price questions handled poorly

Inexperienced sales rep fails to offer alternatives

Failure to diagnose customer need

Caller said they would call back

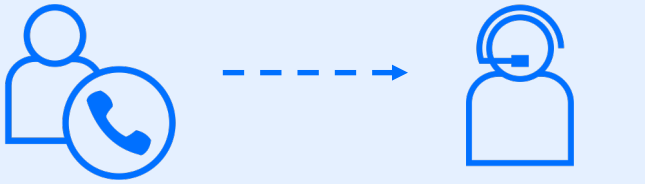
…so how do you find your “best” missed opportunities?

Solution: Marchex Sales Edge Rescue…to the rescue

An AI-infused call monitoring, classification, and engagement solution that alerts your business when a potential buyer hangs up without making a commitment, enabling you to take real-time action to rescue the sale.

How Marchex Sales Edge Rescue Works

1



Prospective Buyer — Sales Person

Calls to ask about availability or schedule a tour

- Isn't available - offsite
- Fails to suggest alternative options
- And ultimately, fails to successfully gain commitment

2

RESCUE identifies this missed opportunity, capturing

- call recording
- caller information
- call details

3

RESCUE alerts your business via e-mail, text, or API with the captured information in real time, so you can take immediate action

What Information is Provided with the Alerts?

Disposition

Negative – No Tour Confirmed

Date:	5/21/2019: 7:14 PM (6 m 9s)
Account:	Spring Grove → Sr Living Monthly
Agent:	John Smith

Asked about memory care and physical therapy at Spring Grove; said they will call back

Listen to call | View call details

Scorecard

Who Called:	Daughter
Type of Care:	Memory Care
Service(s) Inquired About:	Move in Assistance Physical Therapy
Current Residence:	In Another Senior Living Property
Topics Discussed:	Deposit Amount
Did the Agent ask Informed Questions:	No
Did the Agent Show Empathy:	No

Links to Take Action

You can save this call

Use the evaluation notes to discover the customer's objection, then call them back and save the call

Caller Name: Judy Jones
Phone Number: 226-555-1234

Saved call | Could not save call | Need to add notes

Does this evaluation need to be changed?

Request a change to this evaluation

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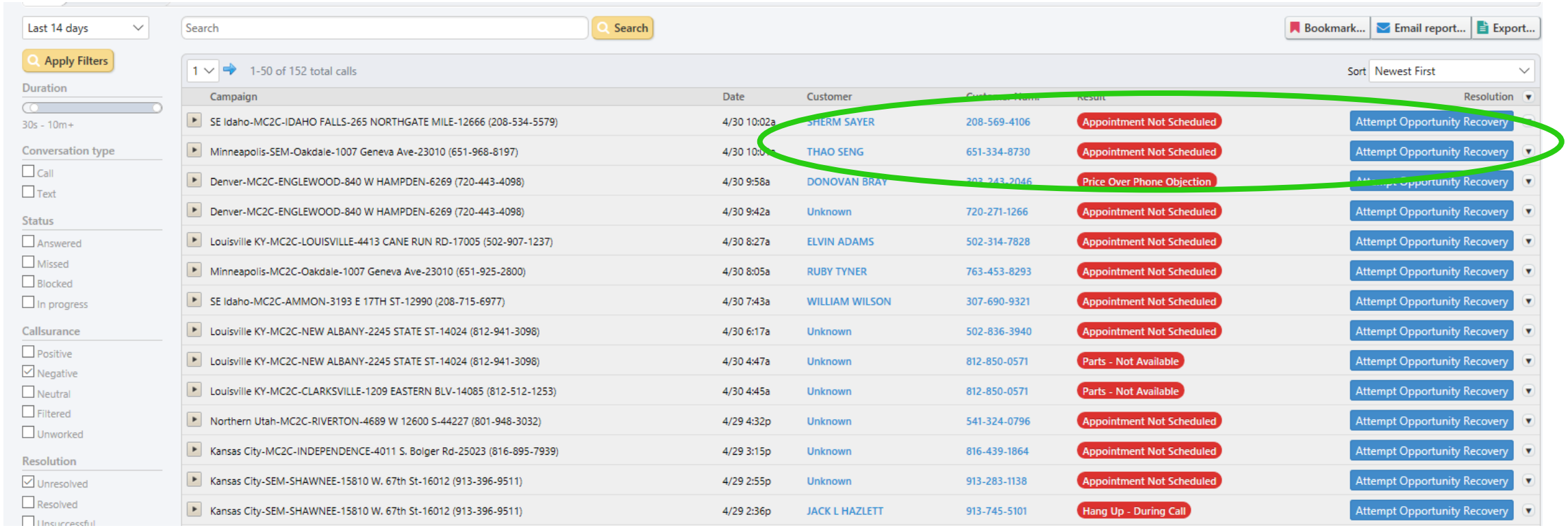
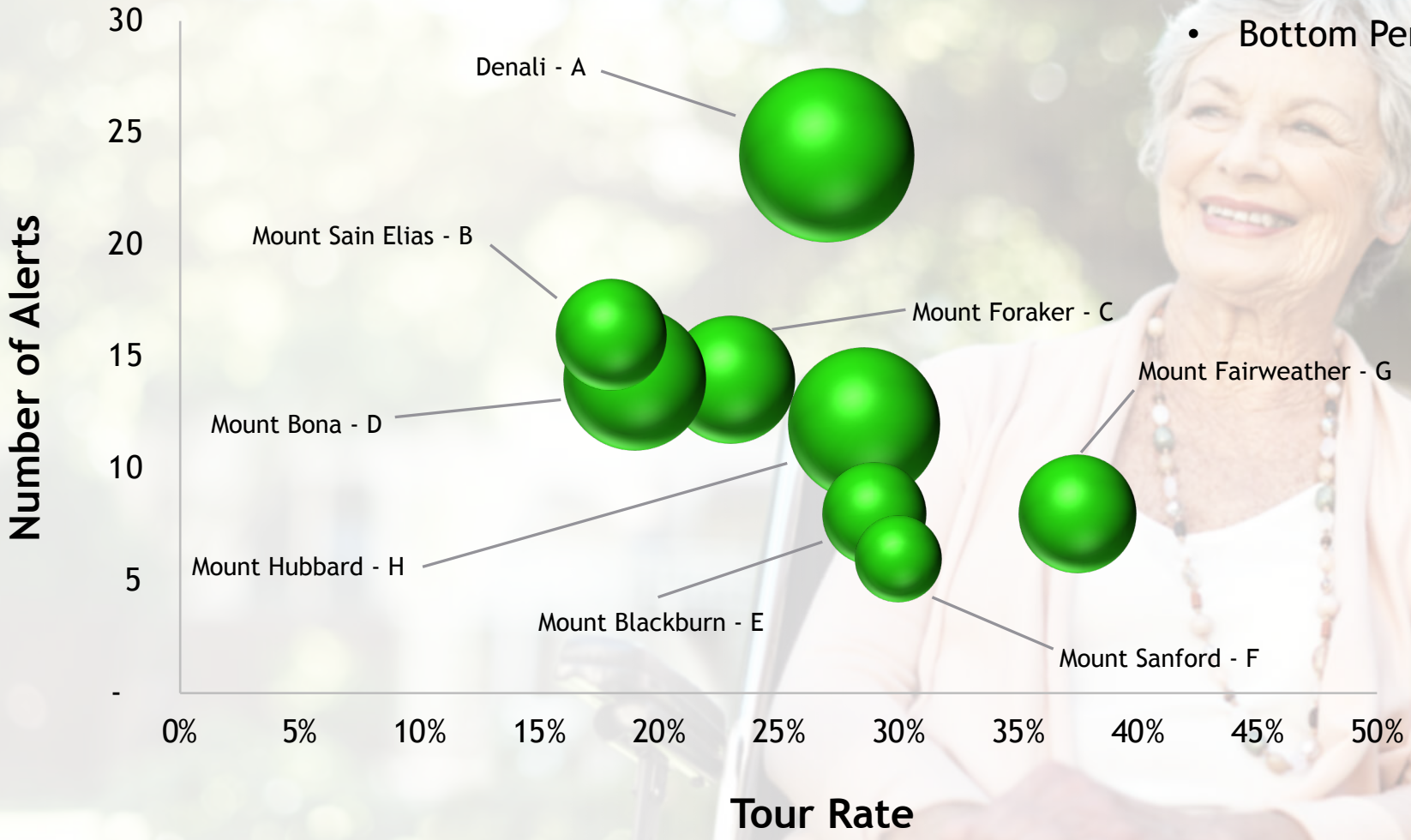
Act on alerts

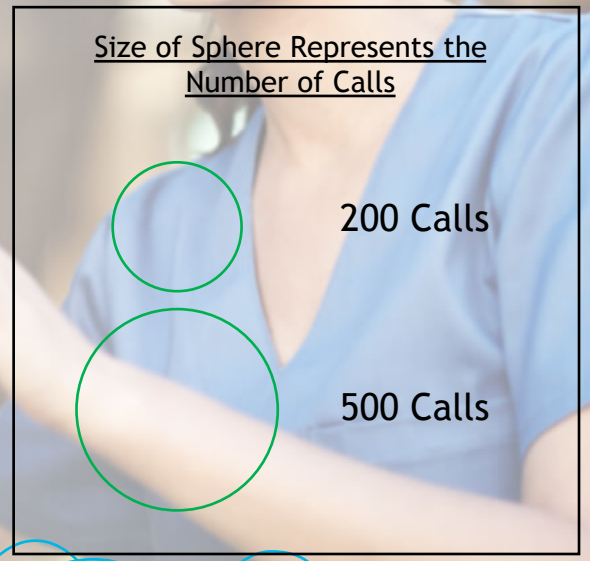
The Callsaver Dashboard makes it easy for your sales team to find their next ‘save’



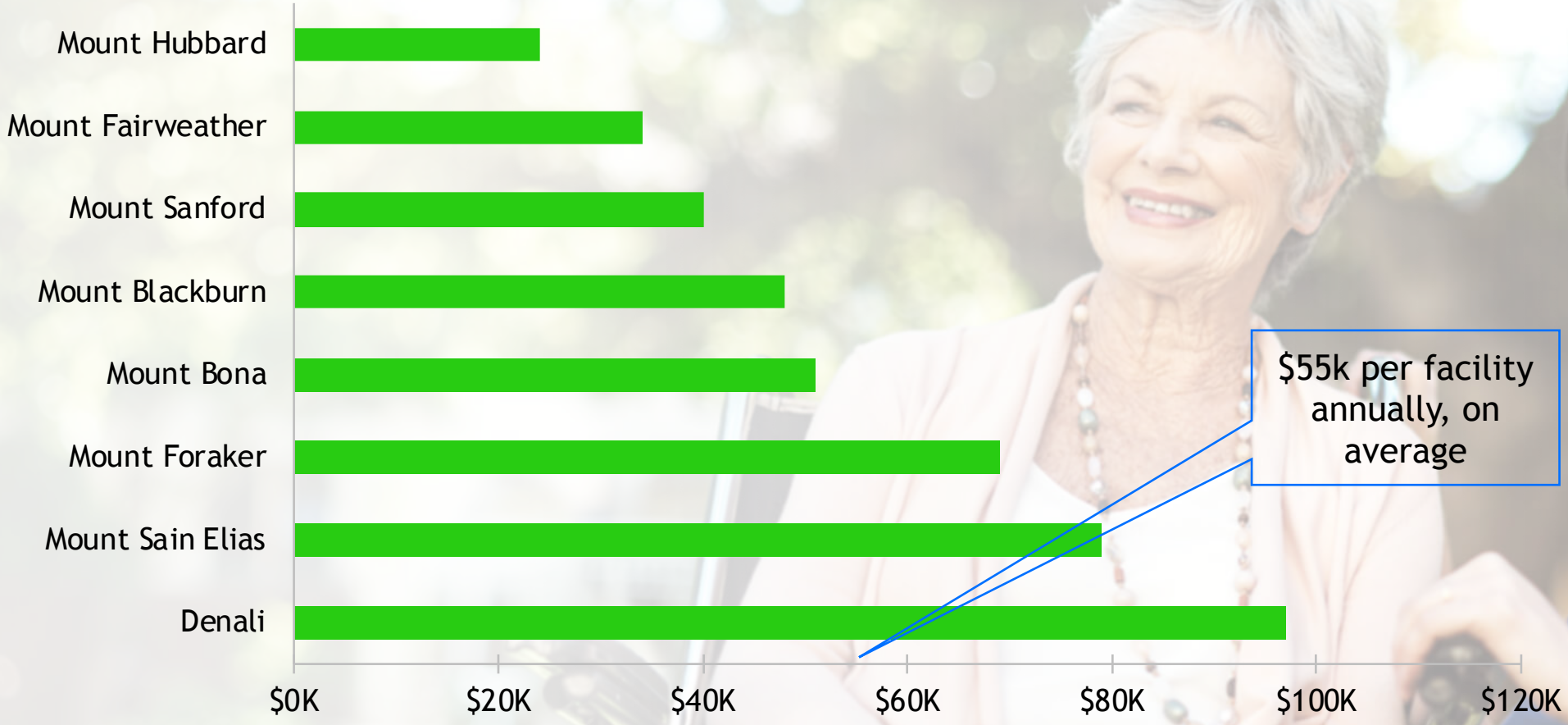
Comparison by Facility

- Top Performers Average Conversion Rate 31%
- Middle Performers Average Conversion Rate 25%
- Bottom Performers Average Conversion Rate 16%





Lost Revenue Comparison by Facility



$55k per facility annually, on average

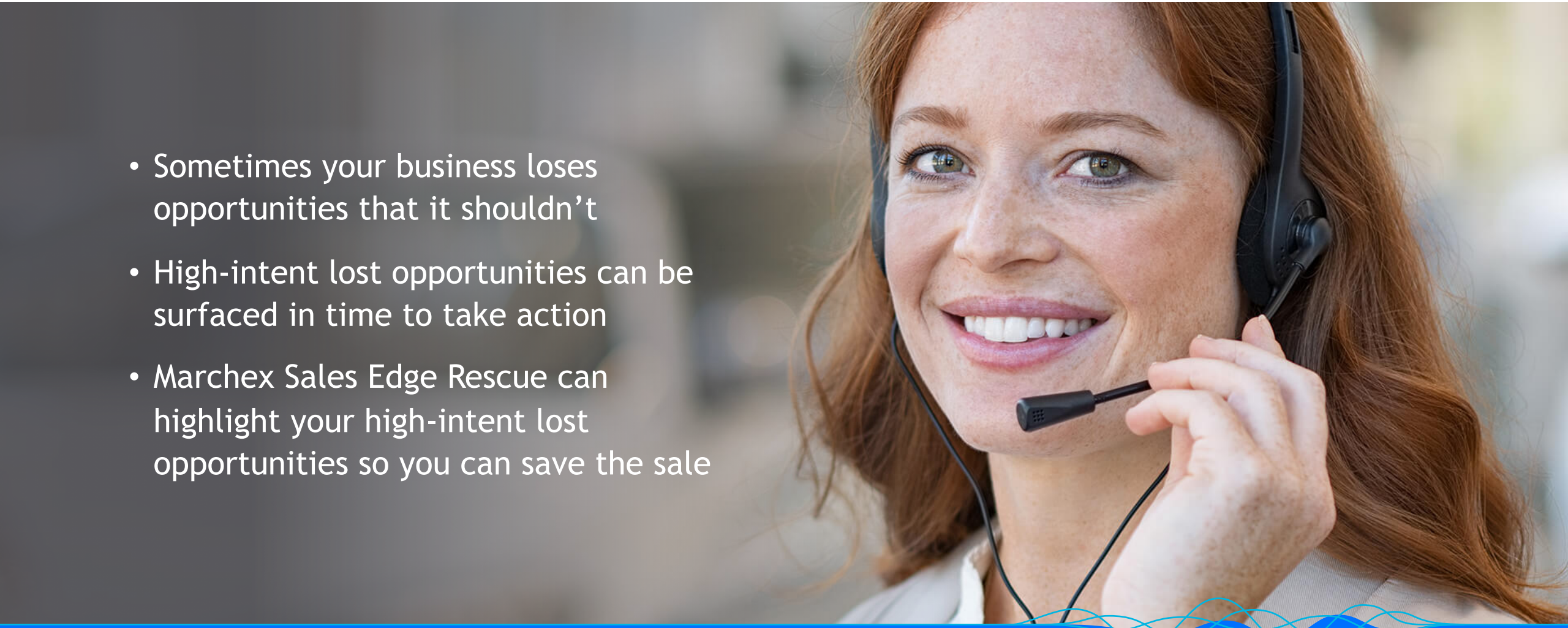
Marchex Sales Edge Rescue in action

Calls During Test	Calls With Sales Opportunity	Calls Without Appointments Set	Resolution Rate	Appointments Set When Using Sales Edge Rescue	Average Revenue Per Appointment	Revenue Lost
3015	813	98	22%	22	$2000	$25,000

$2.3M
Yearly Lost Revenue

Key Takeaways

- Sometimes your business loses opportunities that it shouldn’t
- High-intent lost opportunities can be surfaced in time to take action
- Marchex Sales Edge Rescue can highlight your high-intent lost opportunities so you can save the sale



Next steps

Learn how to save your lost opportunities:

Contact us today

800-840-1012

connect@marchex.com

Thank you

Marchex