What Happened?
How to Improve the Customer's Experience

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Together, we'll discover:

- Inbound call handling best practices
- Understanding where breakage occurs in the customer journey
- How to effectively score all inbound customer calls
- How to optimize media to drive more opportunities

Win the customer journey...

Provide a seamless customer experience across an exploding number of channels and devices.
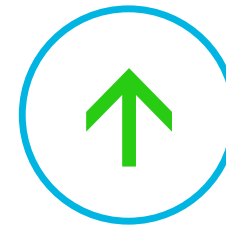
...to drive more revenue

Connect online-to-offline data to better understand what drives a customer to convert.

Poll Question:

How are you currently measuring the customer experience?

Calls to businesses are increasing

19% Rise in calls in a year

Recent studies prove: the most valuable conversion events happen over the phone

Consumers are calling more than ever

61%

of mobile searchers
call when ready to make a purchase,
more than visiting a Web site or a store

Customers who call your brand...

30% CONVERT FASTER

28% SPEND MORE

28% HIGHER RETENTION

FORRESTER®

Marchex commissioned an independent study with Forrester to determine which marketing channels converted best. The results were released in 2017.

Poll Question:

What job functions make up our audience today?

Call data should be leveraged across teams

CMO / VP Marketing

Which channels are producing the best phone leads?

How do I optimize media to generate more or better opportunities?

Are we able to take call data and retarget customers that haven't purchased yet?

VP Sales / Training

We're providing our agents with scripts and training...

- Can we benchmark locations based on their lead to sale performance?
- Can we measure changes in performance over time?

COO / VP Operations

The phone call is a "moment of truth"; we know we're losing prospects because of the phone...

- How are we handling callers?
- Can you help me understand why some locations are better than others?
- What can we learn to improve the customer experience?

Poll Question:

**True or False?
I'm confident my sales agents are landing the right key messages on the phone.**

Leverage best practices to drive engagement

➤ **Answer the phone quickly.**

On average, 49% of callers abandon when their call isn't picked up within 4 rings. 40% higher than if the agent just picked up sooner.

➤ **Details Matter.**

When the agent discusses the features of the community, the average appointment rate jumps from 15% to 31%

➤ **Present Alternatives.**

When the agent offers alternatives, the appointment rate jumps from 16% to 35%

➤ **Close the Deal!**

Leverage a promotion. When the agent mentions a promotion, the appointment rate jumps from 20% to 40%

Case Study: Addressing Friction

Addressing the friction in the customer-path-to-purchase can have a sizable impact on revenue.

Problem: A large senior living brand with an average of 62K calls per month, came to Marchex with a 23% failed call rate.

Solution: The company started tracking calls and began identifying which locations were particularly bad at answering the phone.

By understanding the day of week / time of day that was particularly problematic, they could adjust headcount and work shifts to handle peak call times.

Impact: Today they've decreased their failed call rate by 40%, impacting 36 million in revenue.

Case Study: Sales Channel Best Practices

Learn what your best reps are doing to drive performance, then scale.

Problem:

At the time, the 5th largest wireless provider came to Marchex looking to understand what their best reps were doing to drive high conversions and a great CX.

Solution:

The company started tracking calls and began identifying what their best reps were saying. Within 30 days, the call data showed, by starting with a "warm greeting". They also learned that the best reps weren't even talking about cell phone plans, but simply having a personable conversation.

Impact:

Today they've increased their call conversion rate by 13%, increased revenue per transaction by 10%. They are the fastest growing wireless telco by delivering a more personable experience.

The Call Breakdown:

Improve your number of "at bats"

The Marchex Institute analyzed calls from 350 Senior Living properties over a 3-month period to help answer a crucial question marketers ask themselves: Is my media spend working?

Only 61% of calls from paid media were potential new residents looking to book an appointment or wanting more information.

The Senior Living Call Traffic Breakdown

- **61%** Potential new residents
- **23%** Family or friends of existing residents
- **12%** Other
- **4%** Existing residents

The following table shows the potential impact of optimizing to decrease misspent media budget

	Calls per month	Inquiries	Appts
39% misspent media budget	5.000	3.050	519
Decreasing misspent media budget to 20%	5.000	4.000	680
Difference	**0**	**+950**	**+161**

¹ Sample data for illustrative purposes only. The statistics are derived from historical monthly performance for a Marchex senior living customer.

Case Study: Optimize Your Media Spend

Ensure your media investment is delivering the type of calls your sales channel values

Problem: This company's marketing team was tired of sales using "bad leads" as an excuse for poor performance.

Solution: The company started using Marchex tracking and began identifying "high intent" words in calls.

They have effectively squashed sales' excuse by showing which channels, campaigns, even keywords are generating the best calls.
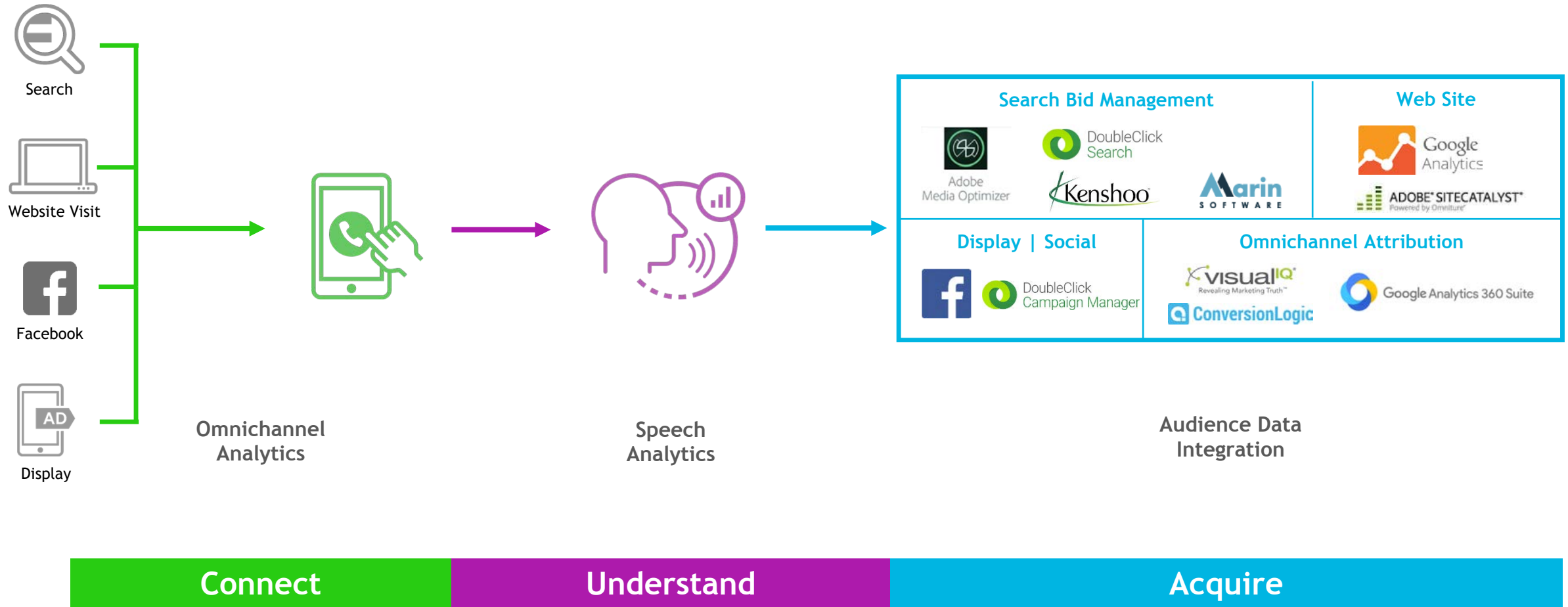
Impact: They were able to quantify marketing's impact and prove that 42% of calls show high intent, attributing over $58.5 million in revenue.

Call Analytics provides actionable insights across the entire customer experience

Marketing & Demand Generation → **Phone Call** Moment of Truth → **Sales & Customer Success**

Call Analytics Solutions

Marketing & Demand Generation	Phone Call	Sales & Customer Success
• Call Tracking Numbers • Dynamic Number Insertion (DNI) • Call Routing • IVR • SPAM protection • Click-to-call attribution • Social & Display attribution • Tool integration	• Call Recording • Call Tagging • Call Classification • Transcription • Redaction • SPAM protection	• Sentiment Analysis • Transcript Mining/Searching • Quality Control • Training & coaching • Secret shopper

The Marchex Call Analytics solution

Omnichannel Analytics · **Speech Analytics** · **Audience Data Integration**

Search Bid Management — DoubleClick Search, Adobe Media Optimizer, Kenshoo, Marin Software

Web Site — Google Analytics, ADOBE SITECATALYST

Display | Social — DoubleClick Campaign Manager

Omnichannel Attribution — visual IQ, ConversionLogic, Google Analytics 360 Suite

Search · Website Visit · Facebook · Display

Connect | **Understand** | **Acquire**

Marchex Speech Analytics

Transform every call into a great customer experience

Lost Opportunity Reporting

Understand where customers are left hanging

High Intent Call Signaling

Understand when key call events happen

Agent Script Tracking

Automate mystery shopping

Searchable Transcripts

Find keywords, phrases and topics on every call

Wrap -Up:

Senior Living Brands can use call tracking and speech analytics to:

- Achieve offline attribution and visibility into the entire customer journey
- Improve the customer experience across multiple channels and locations
- Gain more residents by improving the customer experience

Ready for a demo?

Learn more about how Marchex Call Analytics can work for your business.

Email:

sweiss@marchex.com

-OR-

Attending SMASH? Come see us:

- Join our table at the "Meet the Experts" Lunch
- Attend our Ed Talk