

5 ways home services companies can get the most out of inbound phone calls



Home services marketers rely on digital campaigns to drive leads to their business. Many of these digital ads have phone calls as the next step.

Whether your business is flooring, plumbing or lawn care, you likely rely on phone calls to help customers learn their options and book your services.

Think about it: Consumers don't replace carpet or install a new patio without speaking to the service provider first. E-commerce just doesn't work for these types of purchases. So, what happens at your business once a potential customer calls? Call Analytics can provide an answer to this and several other call-based questions.

Here are 5 actions home services marketers can take using insights from call data.

- 1 Optimize high-performing channels**
All channels are not created equal. Some ads and channels will likely be more effective than others. Understand what works and restructure your media budget for best results.
- 2 Address issues in inbound call routing**
Call Analytics can show how many minutes a customer is on hold, how many calls are abandoned by the caller and where calls get dropped. Understand the weak spots in the phone journey and address them.
- 3 Provide an excellent customer experience**
You know where your calls are coming from and have streamlined the phone journey for success. Now, learn what happens on *each call* to improve the outcome of every opportunity.
- 4 Improve call scripts to better connect with callers**
Learn what key words and phrases correlate to a high conversion rate and include these words in agent call scripts to help guide the conversation.
- 5 Measure agent adherence to phone scripts**
Learn how well agents perform against the approved scripts and provide training to further enhance outcomes.

Marchex Call Analytics can help your home services business turn more callers into customers.