Marchex

You manage stores from Fargo to Florida—but all locations don't perform the same.

Managing hundreds of store locations across the country is challenging. How do you deliver the best customer experience while increasing revenue per store?

How do you know which locations answer the phone in three rings or less? How do you know if your representatives are following your company script? Are your agents offering appointments on every call?

Calls are a significant revenue source. How these calls are handled can be the difference in making a sale so evaluating performance is critical.

Historically, measuring call handling meant listening to every call, which was labor-intensive, prone to errors and not scalable. In addition, this solution is also costly. To control costs, the business might only listen to a sample of calls, but that can provide a skewed outlook of what's really happening.

Marchex has a proven technology solution to help you deliver a better customer experience across all your locations. Our solution lets you learn what happens on every call in real time so you can take action.

How do your stores handle calls?
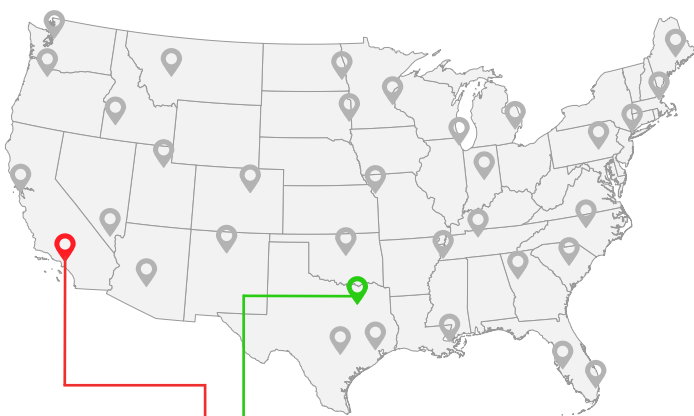
Location	Total Calls	Total Calls Scored	Average Score	High Intent Calls	High Intent Rate	Lost Opportunity Calls	Lost Opportunity Rate
Store 1954	1,467	1,131	42%	851	52%	106	7%
Store 1344	922	665	40%	490	53%	83	9%
Store 4056	1,210	610	38%	485	40%	272	22%
Store 745	715	569	41%	386	54%	66	9%
Store 3267	921	566	32%	239	26%	134	15%
Store 255	726	557	42%	397	55%	47	6%
TOTAL	349,622	213,395	38%	133,302	38%	60,434	17%

At a glance, you can see which locations are handling calls well and which need improvement. In the table above, Store 255 is making the most of its opportunities, while Store 4056 is missing opportunities to convert callers to customers.

Marchex customer increases call conversion rate with Marchex

A leading national franchise partnered with Marchex to gain insights on phone handling performance by sales center. Script tracking helped them achieve a cost-effective way to measure store performance for every call in an automated way. By measuring representative performance against a scorecard, they could learn how to improve call handling across locations and improve performance.

Results: The company saw more than a two-point increase in the call conversion rate over a 6-month period.

Criteria (The criteria is based on mystery shopping scoring)	Possible Score	Agents' Score
Ring count <3	10	10
Hold-time <30 seconds	10	10
Warm greeting *(Branded greeting, state name)*	10	10
Mandatory statements *(Price, inspection, etc.)*	30	10
Appointment scheduling *(Come in NOW, Schedule appt.)*	10	10
Information Gathering *(Get name, phone number)*	20	10
Offer cross streets	10	0
TOTAL	**100**	**70**

Provide your customers with an excellent experience—no matter what location they call

With Marchex, you can get a top-level view of how your stores are handling calls and take actions to improve sales outcomes and optimize the customer experience.

Your best customers are calling.[1] They buy more, convert faster and churn less. If you want to know how your stores are performing, contact Marchex today.

To learn how you can gain new customers, visit Marchex.com or call 1.800.840.1012.

[1] Forrester: Pick up the Phone: Your Best Customer is on the Line
  (www.marchex.com/blog/phone-customer-best-customer/)

Marchex