



Marchex Launches New Speech Analytics Product, Providing Actionable Intelligence from Within the Phone Call

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Solution fuels analysis of inbound phone calls at scale to drive better marketing and operational strategies and increase visibility into the customer experience

SEATTLE--(BUSINESS WIRE)--Apr. 27, 2017-- [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, today announced the launch of Marchex Speech Analytics, a new solution that enables actionable insights for enterprise and mid-sized companies, helping them understand what is happening on inbound phone calls from consumers to their business. Uncovering the intelligence and insights of these consumer calls can empower companies to optimize media spend and sales operations, driving more high quality calls to their business and creating the opportunity to successfully convert more of those callers into customers.

The launch of Marchex Speech Analytics follows the recent release of Marchex's [Omnichannel Analytics Cloud](#) solution in February, enabling marketers to identify which digital channels are driving inbound phone calls, and informing marketers how media spend should be allocated across site, search, social media, display and video accordingly. With the addition of Speech Analytics to Marchex's product suite, marketers and call center teams can gain a deeper understanding of the customer experience by gathering data from calls, at scale, from beginning to end. Marchex Speech Analytics helps telesales teams obtain insights into phone conversations in ways that professionals were previously unavailable.

"Using Marchex Speech Analytics, and specifically the Lost Opportunities Dashboard feature, we are able to quickly identify what areas of our marketing are working," said Caleb Williams, Marketing Innovation Manager at TWO MEN AND A TRUCK®. "These same tools allow us to more efficiently coach and train our sales and operations staff to meet our customer's expectations. In short, Marchex Speech Analytics enables better phone leads with increased opportunity for conversion."

Marchex Speech Analytics leverages the company's state of the art, patent pending speech recognition and Call DNA® technology to aggregate and analyze call data. Marchex Speech Analytics includes innovative new dashboards and visual analytics to make it easier for telesales teams to discern actionable insights. While call analytics solutions have historically relied on raw data and log files that marketers must manually categorize and interpret, the data visualization features of Speech Analytics empower businesses to quickly identify opportunities for retargeting, and recognize areas for improvement. Specifically, the Marchex Speech Analytics dashboards quantify key, value added elements such as lost opportunities, high intent calls, agent script tracking, and searchable transcripts.

"Many businesses rely on phone calls to drive sales. Whether it's a large call center or a distributed retail operation, one of the most persistent challenges for companies is not being able to uncover strategic and actionable insights from those calls," said Nikhil Kolar, VP, Product and Engineering Marchex. "With insights that drive better agent performance, as well as actionable intelligence from the phone call itself, marketers and operations teams can now improve performance, fine tune campaigns, and turn more callers into their best, most loyal customers."

In addition, the Speech Analytics dashboards provide in-depth metrics on references to the business' specific products or promotions, as well as variations in customer experience depending on the day, time and location at which a call takes place. These insights can also be used to improve conversion and customer service, by revealing missed sales opportunities from common customer experience challenges such as frustrated customers and long hold times.

About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

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