Marchex Receives AI Breakthrough Award for “Best Text Generative AI Solution” for its Call Summaries and Sentiment Suite

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Marchex Recognized with AI Breakthrough Award for Third Consecutive Year

SEATTLE--(BUSINESS WIRE)--Jul. 25, 2024-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, today announced that Marchex Call Summaries and Sentiment Suite have collectively been chosen as the “Best Text Generative AI Solution” in the seventh annual AI Breakthrough Awards program conducted by AI Breakthrough, a leading market intelligence organization that recognizes the top companies, technologies, and products in today’s global AI marketplace. This year’s program attracted more than 5,000 nominations from around the world. 2024 is the third consecutive year Marchex has been selected for an AI Breakthrough Award.

The mission of the AI Breakthrough Awards is to honor excellence and recognize innovation, hard work, and success in a range of AI and machine learning-related categories including Generative AI, Computer Vision, AIOps, Deep Learning, Robotics, Natural Language Processing, industry-specific AI applications, and many more.

As a leader in AI, the Marchex Call Summaries and Sentiment Suite analyzes and generates summaries of consumer-to-business calls, enabling businesses to immediately identify customers who have had exceptionally good or bad experiences with the business. This valuable data empowers companies to capitalize on interactions by advancing sales processes, encouraging positive online behaviors (including reviews), or taking action to rectify concerns from dissatisfied customers.

Call Summaries ensure that organizations no longer need to listen to every phone call to understand the essential conversations that are taking place. This capability provides two distinct types of summaries:

- Outcome Focused Summaries that deliver concise, natural-language descriptions of what occurred during a consumer-to-business call.
- Agent Focused Summaries that provide comprehensive assessments of customer service or sales agent performance during calls.

Sentiment Suite is one of the innovative applications that sets Marchex apart. The company combines structured and unstructured data to provide a holistic view of ***customer emotions*** during conversations and the reason ***why*** someone feels the way they do:

- Emotion Categories assign specific sentiments (such as satisfied, frustrated, or confused) to callers, enabling tailored response strategies.
- Customer Emotion provides a high-level assessment of whether conversations were positive, negative, or neutral.
- View of Business combines emotion grading and call context to infer how the customer perceives your business.

“Understanding consumer-to-business conversations in a way that can improve the sales process is a game-changer for many vertical industries, enabling businesses to capitalize on consumer data,” said James Johnson, managing director, AI Breakthrough. “Congratulations to Marchex for earning a third consecutive AI Breakthrough Award. Their expertise, experience, and flexible platform empower businesses to glean insights that measurably improve their customers’ experience and their own bottom lines.”

“We are honored to receive this year’s AI Breakthrough Award, a testament to our team’s dedication in pioneering AI-powered technologies and solutions. This recognition underscores our focus on delivering innovative solutions that drive operational excellence and market expansion for our clients,” said Edwin Miller, CEO of Marchex. “As we continue to introduce new and advanced conversational intelligence and data analytics capabilities, we are committed to providing actionable insights that can transform businesses and accelerate revenue growth.”

Please visit http://www.marchex.com, www.marchex.com/blog or @marchex on X (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

About AI Breakthrough

Part of Tech Breakthrough, a leading market intelligence and recognition platform for global technology innovation and leadership, the AI Breakthrough Awards program is devoted to honoring excellence in artificial intelligence technologies, services, companies and products. The AI Breakthrough Awards provide public recognition for the achievements of AI companies and products in categories including AI Platforms, Robotics, Business Intelligence, AI Hardware, NLP, Computer Vision and more. For more information visit AIBreakthroughAwards.com.

About Marchex

Marchex harnesses the power of AI and omnichannel conversational intelligence to provide actionable insights aligned with prescriptive vertical market data analytics, driving operational excellence and revenue acceleration. Marchex enables executive, sales, and marketing teams to optimize customer journey experiences across communications channels. Through our prescriptive analytics solutions, we enable the alignment of enterprise strategy, empowering businesses to increase revenue through informed decision-making and strategic execution. Marchex provides conversational intelligence AI-powered solutions for market-leading companies in leading B2B2C vertical markets, including several of the world’s most innovative and successful brands.

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