Marchex's Sentiment Suite Wins “New Product of the Year” in the 2024 BIG Awards for Business

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Marchex’s AI-powered Sentiment Suite is recognized for its ability to analyze customer perceptions to improve CSAT and NPS Strategies.

SEATTLE--(BUSINESS WIRE)--Jan. 14, 2025-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, today announced that the Marchex Sentiment Suite has been named **New Product of the Year** by the Business Intelligence Group as part of its prestigious 2024 BIG Awards for Business. This recognition highlights Sentiment Suite’s new, innovative approach to analyzing and understanding customer perception.

The BIG Awards for Business honor companies and products that lead their industries with transformative solutions and vision. Marchex Sentiment Suite won for using its advanced generative AI trained on first-party data to accurately capture and interpret the nuances of industry-specific customer sentiment.

Sentiment Suite gives organizations a more detailed understanding of customer emotions derived from conversations so company leaders can better understand what is driving both negative and positive experiences, such as appointment availability, product performance, price, scheduling, and agent accountability. One of the most powerful components of the award-winning Sentiment Suite is its ability to identify and engage dissatisfied customers early and encourage happy customers to share their experiences, helping to improve performance and business value.

“Sentiment Suite helps businesses understand customer sentiment in a holistic manner. Previously, businesses relied on surveys and review sites, which account for a small fraction of customer feedback,” said Troy Hartless, Chief Revenue Officer at Marchex.

Perhaps most critical to the success and power of Sentiment Suite is its ability to proactively provide businesses with real-time customer feedback. This closes the biggest gap for understanding what is driving both negative and positive experiences. For example, each negative interaction is categorized into the specific reasons for the experience, such as long hold times, agent knowledge gaps, pricing issues, difficulty scheduling, late performance, or unresolved issues.

“The BIG Awards for Business spotlight those whose innovative spirit, commitment to progress, and resilience are not only advancing their fields, but inspiring a global movement,” said Russ Fordyce, CEO of the Business Intelligence Group. "Congratulations to Marchex and its Sentiment Suite for their outstanding contribution to the field of conversation intelligence.”

For more information on Marchex Sentiment Suite and its impact on customer engagement, visit www.marchex.com.

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry award programs, business executives—those with experience and knowledge—judge the programs. The organization’s proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers. For more information, please visit www.bintelligence.com.

About Marchex

Marchex harnesses the power of AI and 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 communication 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.

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

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