Marchex

Marchex: Leading AI-Powered Conversational Intelligence Solutions for the Home Services Industry

February 7, 2025

AI-backed innovation unlocks revenue opportunities and actionable data from every customer conversation.

SEATTLE--(BUSINESS WIRE)--Feb. 7, 2025-- Marchex (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, is set to continue its impact at several upcoming industry events, including the 2025 International Franchise Association (IFA) Annual Convention. In addition to its presence at IFA, Marchex also will participate in exclusive partner events with ARS and Authority Brands, further strengthening its commitment to franchise success.

- **International Franchise Association (IFA) Annual Convention:** As the premier event for franchise leaders, the IFA Annual Convention focuses on driving business growth and operational efficiency. Marchex empowers franchises with AI-driven insights that optimize marketing, improve lead conversion, and streamline operations.
- **ARS Annual Event:** A key gathering for leading home services brands, where Marchex will demonstrate how AI-powered conversation intelligence helps brands increase booking rates, reduce missed opportunities, and improve customer sentiment.
- **Authority Brands Summit:** An exclusive event connecting top-tier franchise leaders, where Marchex will showcase its latest innovations in lead performance tracking and revenue optimization.

With a deep understanding of the home services industry and franchise operating models, Marchex helps businesses optimize marketing, improve lead performance, and drive measurable revenue growth. Franchise operators possess a gold mine of customer insights hidden in their data but need a solution to unlock its full potential. Marchex's conversational intelligence solutions are the key to transforming customer interactions into measurable business growth.

Failures to effectively engage with prospects, set appointments, and provide an exceptional customer experience impacts revenue in the short-term and brand equity in the long-term. Many franchise and home service brands experience call handling inefficiencies, missed leads, and a lack of actionable insights from their customer calls.

Marchex solutions provide the following:

- **Optimize Marketing Campaigns:** Deliver high-value leads in the service area by reducing cost per lead and cost per conversion through AI-driven call attribution and automation.
- **Lead Performance Monitoring:** Track whether locations are answering the phone and understand the reason(s) why a lead did not become an appointment so you can take action to remediate the issues.
- **Contact Center and Location Performance:** Understand and prove which customer experience results in better outcomes, so you can help support your franchise owners, on the first call.
- **Recover Lost Revenue:** Receive actionable alerts for missed opportunities so you can increase your booked appointments and accelerate your revenue growth.
- **Improve Location Management:** Gain real-time insights into call handling, customer experience, and operational efficiency.
- **Enhance Customer Satisfaction:** Understand customer emotions and the specific reason(s) why customers have a negative experience, so you can proactively resolve issues before they become negative online reviews.

Innovation to Support Home Services and Franchise Growth

Marchex continues to expand its industry-leading solutions with recent advancements in AI-driven sentiment analysis and the release of its home services-specific solutions, including:

- **Lead outcomes**: Identifies whether a conversation resulted in a lead or if an appointment was booked, allowing you to track conversion rate metrics through the sales funnel and assess the effectiveness of interactions with potential customers.
- **Lead outcome reasons**: Understand why a conversation led to a specific outcome, such as a new HVAC sales or repair request appointment, helping home services businesses refine their approach to increase bookings.
- **Lead value indicators**: Evaluate the potential value of a customer lead, enabling teams to identify and prioritize high-impact revenue opportunities, such as an inquiry for a full HVAC system replacement.
- **Topic analysis**: Organize customer inquiries by themes like arrival times, technician performance, or payment methods to reveal leading indicators of common needs and recurring patterns, detect new and emerging customer issues as they arise in conversations, allowing teams to respond proactively to shifting customer demands.

Trusted by industry leaders, such as Authority Brands, ARS, Neighborly, and Two Men and a Truck, Marchex's AI-driven solutions analyze voice, text, and other omnichannel interactions to uncover critical trends, optimize marketing strategies, and recover missed revenue opportunities—without

relying on outdated surveys or manual call reviews.

"Franchises and home services businesses are built on customer interactions and trust, yet many still face challenges with driving the right quantity and quality of leads, and converting those into long term customer revenue," Troy Hartless, Chief Revenue Officer at Marchex, said. "Our AI-powered solutions change how home services businesses receive proactive insights from each customer conversation allowing the business owners to focus on growing their business and maintaining viable long term customer relationships."

Marchex will showcase its solutions at IFA [Booth #1053], where attendees can explore how AI-powered conversational intelligence is reshaping franchise operations. Additionally, exclusive insights will be shared at private events with ARS and Authority Brands.

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 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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