



## Marchex Adds to Its Industry-Leading Auto Dealership Solutions with Engage for Service

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New AI-powered conversational intelligence solution helps auto service departments recover missed opportunities, boost revenue, and increase life-time customer value.

SEATTLE--(BUSINESS WIRE)--Apr. 2, 2025-- [Marchex](#) (NASDAQ: MCHX), which harnesses the power of AI and conversational intelligence to drive operational excellence and revenue acceleration, today announced the launch of Engage for Service, its latest AI-powered solution for auto dealerships, designed to help service centers better understand their customer engagement, elevate customer satisfaction, recover lost opportunities, and boost revenue.

Auto service centers are the backbone of dealerships, handling approximately 50% of all inbound calls. Key issues include cost disputes, scheduling conflicts, missed calls, repairs miscommunication, long wait times, and lack of follow-up. This new solution will significantly help improve each of these areas.

For auto dealerships, it is critical to maximize the opportunity found in every customer conversation. Marchex's new Engage for Service delivers powerful capabilities including:

- **Boost Service Appointment Bookings:** Turn more calls into scheduled service appointments, ensuring customers receive the service they need. Identify poor service writer performance so you can more effectively train staff and increase the number of repair orders (ROs).
- **High-Value Opportunity Alerts:** Receive timely alerts (via email or SMS) on missed high-value appointment opportunities, including the AI-generated summary detailing the service discussed and why an RO was not set.
- **Survey Every Interaction:** Most customers do not complete surveys, leaving an incomplete picture of customer perception. Marchex Engage provides a CSAT score, and seven other important sentiment factors, on every conversation for a complete picture of the customer experience.
- **Reputation Rescue Alerts:** It takes years to build trust with a customer, and only one bad experience to damage it. Marchex Engage allows alert setting for when a customer has a negative experience so you can quickly follow up with the disgruntled customer before they post a negative dealership review.

"The launch of Engage for Service underscores our commitment to providing dealerships with the solutions they need to increase revenue, reduce customer churn, and increase the value of a dealership's brand," said Troy Hartless, Chief Revenue Officer at Marchex. "This new AI-powered solution will significantly help drive more ROs while increasing customer lifetime value."

The Marchex suite of solutions for automotive dealers, including Marchex Engage for Automotive Sales and Service, and Marketing Edge, equips dealerships to optimize media spending, increase sales productivity, and deliver better overall service experiences.

For more information about Marchex automotive solutions, please click [here](#).

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

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