Marchex Introduces Agent Behavior Solutions to Help Businesses Improve Sales Execution and Customer Experience

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New AI-powered solution helps organizations identify and optimize the agent behaviors that influence appointment rates, sales, and customer satisfaction.

SEATTLE--(BUSINESS WIRE)--May 12, 2026-- Marchex, Inc. ™ (NASDAQ: MCHX), which harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics, today launched Agent Behaviors, a new solution that delivers detailed agent performance analysis and recommendations to help franchises, dealers, and other organizations book more appointments, increase sales, and improve customer satisfaction.

Agent performance has a direct impact on whether customer conversations convert into booked appointments and positive experiences. According to Marchex analysis, agents who demonstrated exemplary behavioral competencies achieve significantly higher appointment rates than those with lower ratings.

For many organizations, agent performance has traditionally been difficult to measure at scale. Without granular data, agent coaching remains relatively generic and performance issues surface too late to address.

Marchex's Agent Behaviors solution offers a scalable alternative to traditional coaching and quality assurance methods and provides a leading indicator for business leaders to identify performance issues before appointment rates or customer satisfaction scores are adversely impacted.

As organizations place heightened emphasis on converting inbound leads and delivering enhanced customer experience, gaining insight into the dynamics of customer conversations is essential. Agent Behaviors enables organizations to pinpoint actions that impact whether a conversation leads to a scheduled appointment or results in a missed opportunity.

"Each customer interaction reveals valuable indicators of what influences conversions and overall customer satisfaction," said Troy Hartless, President and CRO of Marchex. "Marchex's Agent Behaviors solution enables organizations to pinpoint the actions that contribute to improved appointment setting and favorable customer results, equipping managers with the insight necessary to guide agents effectively and enhance sales performance across the organization."

By leveraging automated behavioral scoring alongside integrated analytics, Marchex's Agent Behaviors solution helps sales leaders shift from reactive performance management to strategic, data-driven coaching to improve agent performance and sales execution.

Marchex's Agent Behaviors solution is available in the Marchex Engage Platform™.

To learn more, visit https://learn.marchex.com/agent-behaviors

About Marchex

Marchex harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical-market data analytics. The Company enables organizations across business functions to optimize customer acquisitions and experiences, transforming conversations into valuable business outcomes. Marchex provides AI-powered conversation intelligence solutions for market-leading companies in leading B2B2C vertical markets, including many of the world's most innovative and successful brands.

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Public Relations
Scott Rupp
srupp@marchex.com

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