

## CASE STUDY

# Geeks on Site Discovers 3000% ROI with Marchex



**+3000%**  
ROI



**\$50,000**  
in sales rescued per month



Improved  
call  
handling



COMPUTER REPAIR  
SERVICES

MARCHEX  
PLATFORM SERVICES

RESCUE MISSED  
OPPORTUNITIES

HEADQUARTERS  
Coral Gables, FL

FOUNDED  
2002

WEBSITE  
[www.geeksonsite.com](http://www.geeksonsite.com)

Geeks on Site is a South Florida-based company that provides computer repair, smart home installations and support services to homes and businesses across the country. The bulk of its business comes from residential customers who are experiencing issues with their computers, laptops, printers and other related electronics. The company also serves small businesses. Geeks on Site is a pioneer in the online remote computer repair business, being one of the first companies to provide this method of service nationwide.

## Challenge

Geeks on Site takes a multi-channel marketing approach when it comes to finding new customers, and phone calls are a core component. Since calls play a key role in driving new business, the Geeks on Site Operations Team pays close attention to outcomes and conversions with the help of its digital marketing agency Hibu.

As competition in the PC Repair space accelerates, it's critical for Geeks on Site to make the most of every opportunity. The sales team realized this wasn't always happening, but they had no easy way to pinpoint why a call didn't close.

"We have more and more competitors all the time, and we knew that we were missing out on sales opportunities. But without having somebody physically listen to every single call, it was very hard to identify why we were missing out," explains Maria Salas, Director of Operations at Geeks on Site.

## Solution

As Geeks on Site's digital marketing agency, Hibu keeps abreast of new services that can optimize the sales funnel for their clients. Barry Justice, brand manager at Hibu, had knowledge of Marchex services around call data analysis, and proposed a trial of Marchex Sales Rescue, a solution that quickly highlights missed opportunities in phone calls in time for a sales team to react.

The trial was a resounding success. "We decided to expand because we saw results," says Maria Salas, Director of Operations at Geeks on Site. The team proceeded to launch the program across the organization.

Geeks uses Five9 for its call center operations so call recording data resides in the Five9 platform. With Marchex Platform Services, call audio recordings from any platform can be routed through Marchex Conversation Intelligence technology to gain specific insights. One application of this is Marchex Sales Rescue.

Geek's calls are processed by Marchex to identify calls containing potential sales opportunities that weren't acted upon, and alerts about those calls are sent back to a team designated by Geeks for reengagement.

Since Geeks gets tens of thousands of calls per month, one of the first steps was to determine which calls would be processed by Marchex. Geeks can filter calls so that only sales-related calls are pushed to the Marchex platform for review. From there, alerts are sent back to Geeks and next steps can be tracked.

While the data can be pushed to a number of tools after processing, Geeks opted to use the Marchex User Interface to view missed opportunity calls. The team found it convenient to be able to log in at any time to see progress.

Darling Guevara, Sales Supervisor at Geeks on Site, oversees the follow-up team that responds to missed opportunity alerts. "Our customers want their issues solved immediately. Any missed opportunity represents losing a prospect to a competitor, and therefore a forgone opportunity. Having clear insights on where opportunities were missed, also helps us to improve our overall customer experience."

Guevara estimates that approximately 4,000 sales calls per month are processed through the Marchex platform presenting hundreds of opportunities each month to save sales.

**"It's been huge for us, because it highlights deals that were lost, and now we have the opportunity to get those customers back. With rising competition, it's become harder to keep leads engaged, but Marchex has made our lives so much easier. We're very happy with the platform and the program has most definitely paid off."**

**Maria Salas**  
DIRECTOR OF OPERATIONS  
Geeks on Site



## Results

The results of the program have been tangible, both from a quantity and quality standpoint.

“Our attempt ratio was almost 100% for June. We are making sure that we reach out to every single one of the opportunities presented to us,” says Salas.

Reaching out to missed opportunities is paying off. For example, during the same month the attempt ratio approached 100 percent, Geeks rescued 250 callers. Using an average deal size per caller of \$200, Geeks saved approximately \$50,000 in a single month, making the ROI for that month well above 3000%!

There are other benefits as well. “The alerts provide a coaching opportunity,” says Guevara. “On each call, we get feedback on our agents’ call handling and we provide that feedback to them.”

Geeks on Site uses call insights and alerts to coach internal teams so they can improve call handling and close rate, and provide a great customer experience.



**“It’s a very easy to use platform, and we’re very happy with the results. We can see what percentage of revenue we’re rescuing now that we weren’t before. It’s huge for us because it’s revenue that was lost and now we’re actually getting it back.”**

**Maria Salas**  
DIRECTOR OF OPERATIONS  
Geeks on Site