Marchex®

Meineke transforms the customer experience with Marchex Speech Analytics

Measured store performance for every call	Scaled for hundreds of locations	Improved the customer experience	Increased return on investment

meineke® car care center

AUTO SERVICES

MARCHEX SPEECH ANALYTICS

IMPROVED CUSTOMER EXPERIENCE

HEADQUARTERS
Charlotte, NC

FOUNDED
1972

WEBSITE
www.meineke.com

Meineke Car Care Centers, Inc. is a franchised-based international automotive repair chain with more than 900 locations. Headquartered in North Carolina, its centers repair brakes, align wheels, install tires and provide factory-scheduled maintenance among other services—servicing more than three million cars each year.

Challenge

Meineke depends on phone calls to book customer appointments at its repair shops. Many shops also depend on phone agents to ensure calls convert to satisfied customers.

Meineke was challenged with making sure those agents were strictly following specific guidelines on every call. With thousands of calls being made a day to hundreds of locations, implementing a secret shopper program for every call was too costly.

The alternative—call sampling—would have provided inaccurate data. In addition, some agents could also detect when they were speaking to "secret shopper," which led to skewed results.

"With Marchex Speech Analytics, we can leverage the agent script tracking report to measure every call to understand what calls were getting handled correctly. We get actionable data that helps us train stores and agents to optimize sales performance and this is improving our bottom line. Only Marchex can economically measure every incoming call at the scale that we operate at."

Mo Khalid
VP OF OPERATIONS
Meineke

Solution

Meineke implemented Marchex Speech Analytics and leveraged agent script tracking for all calls. This report measured how well each agent adheres to the phone script, providing clear and actionable insights for improvement.

The agent script tracking reports could be configured to make sure certain script phrases such as "How may I help you?", "special offer" or "come in for an appointment" were used during the conversation.

By identifying agents and franchise locations that needed additional training, Meineke quickly improved customer satisfaction and eventually their bottom line. Meineke continues to use agent script tracking reports to ensure that calls to Meineke shops are a transformative customer experience.

LEARN MORE AT MARCHEX.COM