

# Missed Calls Cost You— Marchex Engage Helps You Win Them Back

Recover lost sales leads, secure service appointments, and ensure every customer gets the follow-up they deserve



Marchex Engage is a conversation intelligence solution that empowers your team to improve sales and service outcomes while delivering a better buying experience.

Marchex Engage empowers your dealership by unlocking insights from your conversations. Increase your sales and service efficiency and take the right actions to maximize the potential of every customer interaction.

## Key Benefits



**Recover Missed Opportunities**  
Identify where conversations went off-track, coach your team to improve outcomes, and ensure fewer lost leads or service requests.



**Streamline Follow-Up**  
Automatically log every sales conversation into your CRM, so your team can follow up effectively and focus on what they do best—building relationships.



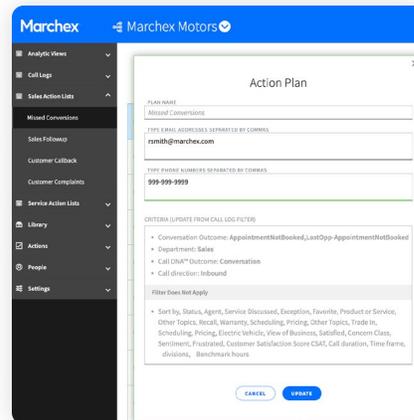
**Missed Action Alerts**  
Receive timely notifications for missed opportunities, enabling your team to act quickly and keep customers engaged.



**Prioritize High-Value Opportunities**  
Focus your time and effort where it matters most: high-value opportunities that drive growth and customer satisfaction.

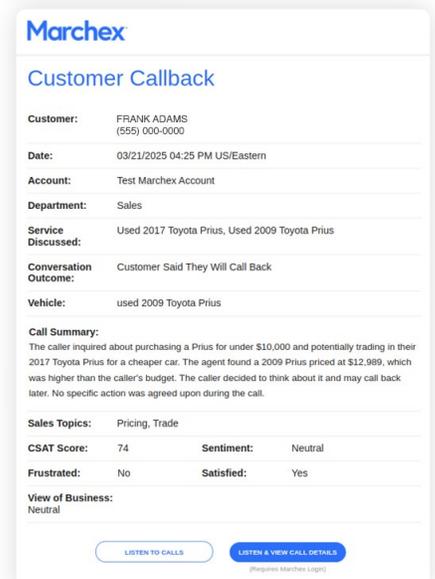
## Action Alerts

Get alerts about missed opportunities so you can take quick action to save the sale.



Action Alerts Configuration

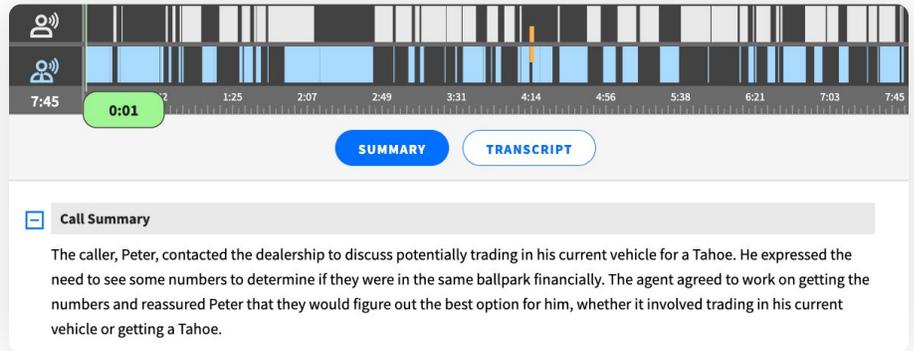
## Action Alerts (email)



# New Insights That Help Your Dealership Thrive

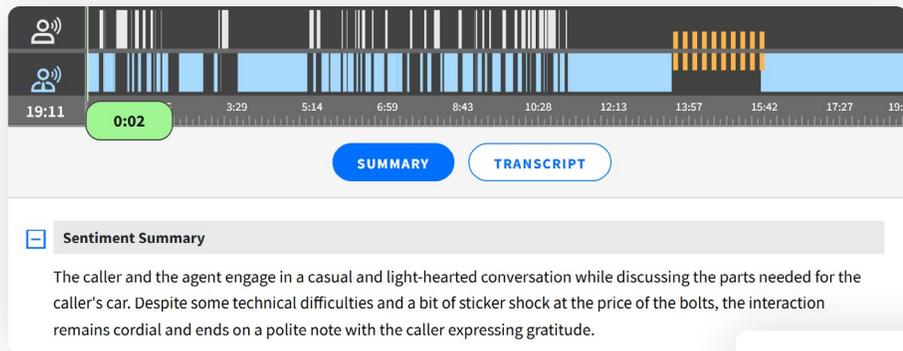
## Call Summaries

See the key details of every call in seconds—no need to replay conversations.



**Call Summary**

The caller, Peter, contacted the dealership to discuss potentially trading in his current vehicle for a Tahoe. He expressed the need to see some numbers to determine if they were in the same ballpark financially. The agent agreed to work on getting the numbers and reassured Peter that they would figure out the best option for him, whether it involved trading in his current vehicle or getting a Tahoe.



**Sentiment Summary**

The caller and the agent engage in a casual and light-hearted conversation while discussing the parts needed for the caller's car. Despite some technical difficulties and a bit of sticker shock at the price of the bolts, the interaction remains cordial and ends on a polite note with the caller expressing gratitude.

## Sentiment Analysis

Understand how customers feel during the call so your team can respond the right way.

[DETAILS](#) [SENTIMENT](#) [NOTES](#) [AMEN](#) >

**Customer Satisfaction Score (CSAT):** 100

**Frustration:** No

**Satisfaction:** Yes

**Sentiment:** Positive

**View of Business:** Positive

**View of Business Reason:** The agent was attentive, helpful, and accommodating to the caller's needs, offering to find suitable options within the caller's budget and preferences.

## Topics That Matter

Reveal key themes in customer conversations, helping you address recurring inquiries and emerging issues to optimize sales and engagement strategies.

### **Sales Topics**

**Pricing:** Yes

**Scheduling:** Yes

**Electric Vehicle:** Yes

**Trade In:** No

**Other Topics:** Lease, vehicle availability, credit score