

## Introducing Marchex Engage for Service

Focus on Service Calls That Drive Business



Marchex® Engage for Auto Service is a conversation intelligence solution that helps your service team improve customer satisfaction and book more appointments, delivering a better service experience.

Use actionable insights from every service call to increase efficiency and ensure no missed opportunities impact your bottom line.

### Key Benefits



#### Boost Service Appointment Bookings

Help your team turn more calls into scheduled service appointments, ensuring customers get the attention they need.



#### Action Alerts for High-Value Opportunities

Get timely notifications on missed bookings and focus on high-value customer calls to maximize impact and secure every opportunity.



#### A Survey on Every Interaction

The majority of customers don't respond to surveys, but addressing negative experiences is crucial to protecting your brand. Though fewer than 10% of interactions are negative, dissatisfied customers share their experience with an average of 12 others\*. Sentiment Analysis filters through the noise, so you can focus on protecting your brand and providing great customer experiences.

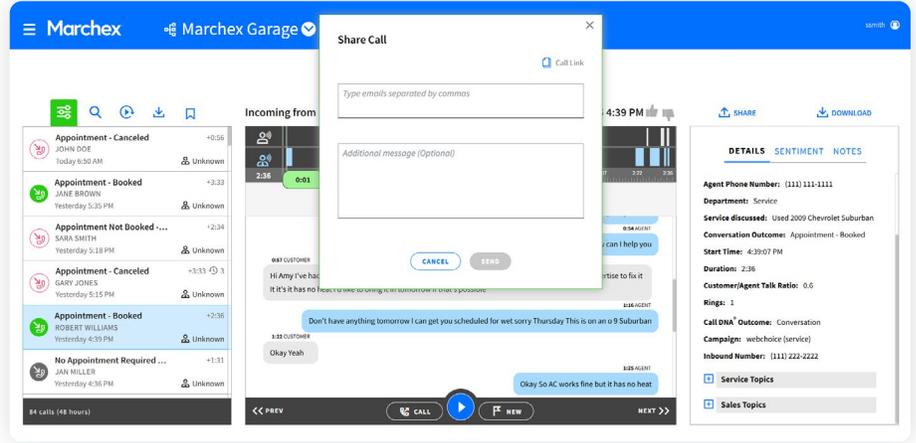
# Action Alerts

Receive alerts about missed service opportunities, such as unscheduled maintenance or repair bookings, so your team can reconnect with customers and recover lost business.

## Action Alerts Configuration

### Action Alerts Configuration

- Notify your team when a customer doesn't finalize an appointment during the call.
- Tailor alerts for specific high-value services like engine diagnostics, brake replacements, or routine maintenance.



## Action Alerts (email)

### Notify People via Action Plan ✕

Send emails to recipients below whenever a new call appears in "Missed Conversions"

sales@marchexgarage.com

Send SMS (text) messages whenever a new call appears in "Missed Conversions"

(206) 111-1111, (206) 222-2222

CANCEL
ADD

### Cancelled Appointment

Customer:	LISA KINSLER: <a href="tel:(425)258-2049">(425) 258-2049</a>
Date:	01/21/2025 08:07 AM US/Pacific
Account:	Marchex Garage
Department:	Service
Conversation Outcome:	Appointment - Cancelled
Lead Outcome:	Lead
Product or Service:	Oil Change, Tires
Vehicle:	2021 Honda Pilot SE

**Call Summary:**  
The caller contacted Marchex Garage to inquire about the availability and cost of an oil change. The caller provided their phone number, name, vehicle make and model. The agent informed the caller that the desired tires were not in stock and would need to be ordered, with an estimated wait time of ten to fifteen days. The agent also mentioned that they were having difficulty finding the exact tire model requested.

Topics:	Pricing Discussed, Waiting Time		
CSAT Score:	78	Sentiment:	Negative
Frustrated:	Yes	Satisfied:	No
Concern Class:	Wait Time	View of Business:	Negative

