

Your monetization success is our only metric. Premium, Fraud-Free Video. Transparent Fees. Built for CTV. **talaria** (https://www5.smartadserver.com/click?)

imgid=20284127&insid=7333425&pgid=669589&uid=365342500671258650&tgt=%24dt%3d1t%3b%3b%24hc&sysgt=%24qc%3d1307002411%3b%24ql%3dh%3b%24pc%3dm3h+6a7%3b%24qpp%3d416%3b%24mishandle-prospective-buyer-calls.html&go=https%3a%2f%2ftalaria.com)

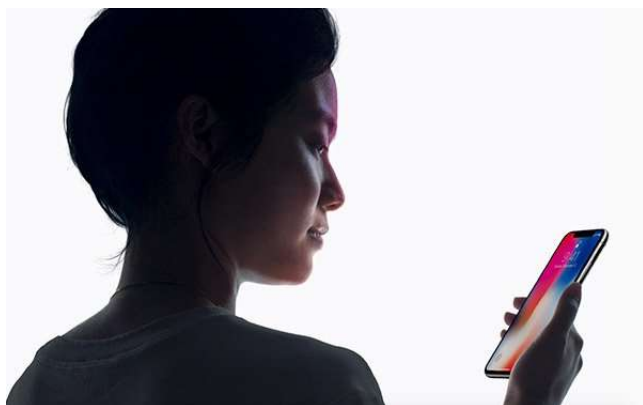
MarketingDaily (/publications/marketing-daily/edition/)

enter your email address

AUTOMOTIVE

Automakers Mishandle Prospective Buyers' Calls

by Tanya Gazdik (/publications/author/3041/tanya-gazdik/), October 25, 2017



LAS VEGAS — While the auto industry has been distracted by efforts to reach car shoppers early in the decision-making process via online channels, they've neglected seemingly impactful channels like the phone, according to a study

The report (http://pages.marchex.com/Marchex-2017-Automotive-Manufacturer-Best-in-Class-Call-handling-Index.html?utm_medium=pr&utm_source=&utm_campaign=2017-pr&utm_content=auto-benchmark) from the Marchex Institute asserts that auto dealers and brands are paying a hefty price for mismanaging inbound phone calls, amounting to millions of dollars in lost revenue in 2017 alone. The Institute analyzed more than 8 million calls placed by consumers to car companies in the first half of 2017.

Calls present a huge opportunity for sales, as nearly 70% of all inbound calls to dealerships were for inquiries for parts and service, and more than 10% are for new sales opportunities, including new or used vehicles, both of which are key revenue driver for brands, says Matt Muilenburg, Marchex's SVP and head of automotive.

Advertisement

You can close Ad in 2 s

was created

[Learn More](#)

Still, nearly 20% of calls placed to car companies went unanswered or were abandoned, Muilenburg says. The company uses artificial intelligence to understand and analyze basic call handling, Muilenburg tells *Marketing Daily* at the J.D. Power Automotive Marketing Roundtable, where Marchex has a display set up.

The company has four automakers as direct clients and indirectly works with virtually all of them through their various service providers, he says. While the company works with companies in other categories including insurance, hospitality and cellular providers, automotive is its fastest-growing segment, he says.

For automotive manufacturers and dealers, who rely on phone calls from consumers to drive appointments and sales, AI-powered conversation technology offers a better understanding of the customer experience and the most accurate view into exactly what happens during every call, at scale, Muilenburg says.

Industry innovator improves components of speech analytics accuracy by nearly 15% comparatively, providing marketers and sales teams with actionable insights from phone conversations between consumers and brands

General Motors is one automaker using Marchex Speech Analytics to understand sales agent behaviors, and improve customers' buying experiences.

"When General Motors rolled out Marchex Speech Analytics, we were amazed at the insights it provided," said Jim Bechtell, vice president and general manager at Somerset Buick GMC Inc., in a release. "We are using this product every day to better understand our sales agent behaviors and to improve our customers' buying experience."

As the only call analytics company to have built its own conversation analytics platform, Marchex's Speech Analytics technology was found to be more reliable in various areas of application than IBM's Watson, according to a recent comparison in Gigaom.

While traditional call analytics solutions typically rely on training-data in isolated data sets, Marchex conversation analytics platform leverages the company's state of the art, patent-pending speech recognition and Call DNA technology to aggregate and analyze tens of millions of utterances from millions of unique phone calls for optimal language model training.

Comment

MarketingDaily (/publications/marketing-daily/edition/)

BEVERAGES

Miller Lite Trolls Again With Taste Tests In Bud Light's Home Town

by [Karlene Lukovitz](/publications/author/1853/karlene-lukovitz/) (@KLmarketdaily) 4 hours ago
(<https://www.twitter.com/KLmarketdaily>)



Miller Lite has launched another volley in a battle of the ads that was sparked by Lite's efforts to steal some share from Bud Light.

MillerCoors's Miller Lite — the third-largest-selling beer by volume in the U.S., according to IRI — started the jousting in September 2016 with a campaign touting Lite as having "more taste, less calories and half the carbs" of Anheuser-Busch InBev's Bud Light, the nation's top-selling beer.

This past summer, A-B InBev retaliated — but with a campaign for its economy Natural Light brand, rather than stooping to having No. 1-by-far Bud Light take on a competitor. The Natural Light **campaign**


(<https://www.mediapost.com/publications/article/308232/playful-mockery-and-supermodel-pay-off-for-natur.html>), which humorously takes on Bud Lite (in part by mocking the spelling), has included Natural Light's first new TV ad since 2009, and a series of videos featuring supermodel Marisa Miller.

advertisement



telaria

Your monetization success is our only metric.

-  Premium, Fraud-Free Video
-  Transparent Fees
-  Built for CTV

[Learn More](#) telaria.com

(<https://www5.smartadserver.com/click?>

[imgid=20284123&insid=7333428&pgid=669589&uid=365342500671258650&tgt=%24dt%3d1t%3b%3b%24hc&systgt=%24qc%3d1307002411%3b%24ql%3dhigh%3b%24qpc%3dm3h+6a7%3b%24qpp%3dmishandle-prospective-buyer-calls.html&go=https%3a%2f%2ftelaria.com](https://www5.smartadserver.com/click?imgid=20284123&insid=7333428&pgid=669589&uid=365342500671258650&tgt=%24dt%3d1t%3b%3b%24hc&systgt=%24qc%3d1307002411%3b%24ql%3dhigh%3b%24qpc%3dm3h+6a7%3b%24qpp%3dmishandle-prospective-buyer-calls.html&go=https%3a%2f%2ftelaria.com))
advertisement

Miller Lite was also busy over the summer, conducting blind taste tests against Bud Light in bars around the country, in a promotional **program** (<http://fortune.com/2017/06/20/miller-lite-bud-taste-challenge/>) called "Know Your Beer."


According to MillerCoors, Miller Lite won in 72% of the tests. Then it took the challenge last month (Sept. 7-9) to St. Louis — home of A-B InBev and birthplace of Bud Light. In those tests, 76% of the more than 360 residents who participated chose Miller Lite, reports the company.

Now, Miller Lite is touting the St. Louis results with a **video** (<https://www.youtube.com/watch?v=b4allGFUYX8&feature=youtu.be>) (90-second version on YouTube below) showing some of the live taste tests there, featuring ample footage of longtime Bud Light drinkers expressing surprise at having chosen Lite.

A shortened version also will be used for online video and social, including Lite's YouTube, Facebook and Instagram channels. No TV use is planned, according to Olson Engage, the agency behind the video.

Is A-B InBev likely to take this lying down? Unlikely. Stay tuned for the next episode.

Which beer has more taste?



[Comment](#)