

CallRevu and Marcom Announce Partnership for Automotive Dealers

CallRevu, leader in automotive conversation intelligence and Marcom, leader in phone performance and accountability, announce new partnership to better dealer processes and bottom line.

BALTIMORE ([PRWEB](#)) January 09, 2020 -- CallRevu, the leader in automotive conversation intelligence featuring call data, tracking, and monitoring for dealers, and Marcom Technologies, the leader in phone performance and accountability, have joined forces to provide a complete phone performance solution.

Chuck McGraw, Marcom Chief Executive Officer, and David O'Brien, Marcom President, recognize that the best dealership results come from combining top companies. They believe that utilizing CallRevu's monitoring to connect more calls to the right people, along with Marcom's training and accountability capabilities, would enable dealers to elevate their phone skills performance.

The initial recognition from McGraw and O'Brien was amplified when a common customer encouraged the two organizations to work together as partners with an integrated approach versus being two vendors servicing the same dealership group. CallRevu and Marcom learned that their visions were the same, customers are the core of the companies' cultures and thus made it very easy for alignment when partnering.

This new partnership enables dealerships to sell more; from prospects in the showroom to repair orders in the service drive. CallRevu monitors all calls and passes the data to Marcom for the analyzing and scoring of the calls, allowing their automotive-experienced coaches to help dealerships improve in every department.

"Partnership is one of CallRevu's core values. Our clients and their needs drive which partnerships will deliver value, and Marcom was a natural choice," said Anthony Giagnacovo, Chief Executive Officer of CallRevu. "The phone is a tool, and the key to improving outcomes is to measure, monitor, and transform behavior so that personnel is accountable and always learning. Marcom's capabilities are unique, powerful, and only get better when combined with the power of CallRevu's solution to make things concrete and actionable," commented Giagnacovo.

Dealers are impressed by the daily focus on improvement and direct connection that the new partnership provides. Clients receive detailed morning reports sent to the management team, coaching notes sent to the sales and service staff, focused high opportunity alerts, phone line health alerts, and onsite training, all of which has determined measurable improvement in each of the initial dealerships on the shared program.

Tom Harsha, CallRevu's Chief Product Officer, went on to talk highly about Marcom's engagement model, "Marcom is one of the most comprehensive phone skills improvement solutions available in the automotive industry today, and we are proud to have them in the CallRevu ecosystem. After reviewing the initial performance improvements from our common customers, it became clear that we needed to solidify a partnership and create a seamless integration. The integration allows dealers to track and monitor all calls while easily managing phone skills performance and improvements from one platform, resulting in more connected calls, appointments, and revenue from sales and fixed operations."

CallRevu and Marcom will both be in attendance at NADA in Las Vegas from February 15th-17th. Marcom will be featured at CallRevu's booth, #4837C, and [CallRevu will have special offers](#) at the show. Both



companies invite all to stop by the booth at any time.

About CallRevu

CallRevu, founded in 2008, helps thousands of automotive dealers in the U.S. cultivate the customers that make it into the showroom after having a great experience on the phone. CallRevu has monitored over 110 million calls and by providing local and toll-free numbers to place on all ads, we track, listen, summarize, alert, and report on dealership's phone calls to monitor call performance. With the robust data we collect, we coach on how to enhance the caller's experience and improve the bottom line of dealerships.

About Marcom

Marcom founded originally in 1986 and then again in 2014 is a 33-year-old company that focuses on changing the behavior of sales and service teams. Marcom's training approach is an adult learning model that focuses each training event to the best way people learn. Calls are scored from baseline to each and everyday and month to track the performance increases. Daily coaching notes are sent to front line dealership employees and regular in-house training is provided by Marcom's retail experienced team around the country. The "Club" is provided for all to listen to their own calls as well as a library of best practices for people to hear real life successes.



Contact Information

CallRevu Team

CallRevu

<http://www.callrevu.com>

+1 410-267-4063

Online Web 2.0 Version

You can read the online version of this press release [here](#).