

CASE STUDY

ProMax expands CRM capabilities with Marchex

Outbound Call Tracking functionality fulfills multichannel communications need, enabling ProMax to meet evolving market demand



300+

ProMax Customers Using Outbound Calling and Call Tracking



Increased Retention Rate



Increased Overall Revenue



AUTO DEALER SERVICES

OUTBOUND CALLING

INCREASED REVENUE AND CUSTOMER RETENTION RATE

HEADQUARTERS
Bettendorf, IA

FOUNDED
1994

WEBSITE

www.promaxunlimited.com

ProMax has provided automotive software for over 25 years and offers a full range of products and solutions that make marketing easier for dealerships. Products include its award-winning CRM/ILM system, Desking/Leasing modules, and Call Tracking. Other offerings include credit solutions and BDC, website and lead generation services. With more than 3,000 clients nationwide, ProMax is focused on offering all of the tools a dealership needs to succeed.

Since client success is ProMax's top goal, staying ahead of business trends is a key priority.

Challenge: ProMax needed Outbound Calling capabilities in its CRM system

ProMax, in its efforts to offer dealerships all the tools they need under one umbrella, needed to provide outbound call tracking as the next capability in its marketing solution suite. As a current Marchex customer, ProMax turned immediately to Marchex.

Derek Johnson, Manager, Lead Integration & Call Tracking at ProMax, is part of the CRM technology team.

"Inbound calls are answered by business development reps, from within the ProMax CRM, at our dealer customers. A natural next step was to equip them with the ability to make outbound calls as well," he explains.

Therefore, the ProMax team approached Marchex with the request to integrate outbound calling technology within the ProMax CRM to further enhance communications between business development representatives and prospects. Already a milestone on the Marchex product development roadmap, Marchex agreed to make Outbound Calling a priority.

Solution: Outbound Calling functionality was incorporated into the ProMax CRM

With ProMax acting as the primary beta customer, the two implementation teams incorporated Marchex outbound calling technology into the ProMax flagship CRM. ProMax then setup a handful of its clients to test the capabilities.

Through an ongoing feedback loop, the technical teams were able to deliver reliable outbound calling from within the ProMax system. From there, the ProMax team began rolling out the functionality to other clients.

The two teams worked together to create an offering that met ProMax's needs and would be used as a core technology in other Marchex products. The work undertaken proved to be beneficial for both businesses.

"The vendor-provider relationship is about more than just money. It's about creating and expanding upon tools to stay ahead of the game and offering great products to your clients. It's about finding a partner that you can work together with in evolving both businesses," says Sinclair.

"Marchex has been our partner for over 12 years. We first partnered in white labeling the inbound call tracking system and when we were looking for an outbound call tracking provider, we went straight to them. At the time Marchex did not offer such a service, but we worked with their team to develop a new product that would benefit both companies. This type of collaboration and mutual mindset of making a better, more streamlined service is exactly why we chose Marchex. We knew they were up to the task and as excited about the opportunity as we were."

Melissa Sinclair
VP OF STRATEGIC BUSINESS INITIATIVES
ProMax



Results: Multichannel communications increase customer satisfaction

More than 300 ProMax customers are using outbound calling and call tracking services within the ProMax CRM.

“Making sure our clients have all the marketing tools available to them for their success is what we aim for. The Marchex call tracking services are easy to use, reliable and efficient. When our clients successfully utilize these tools, it increases our retention rate and overall revenue,” says Sinclair.

Once a client has been onboarded and properly trained on the functionality and reporting, they have the skills needed to work with the technology independently.

“Since the setup process and integration is so seamless, we do not have an abundance of support calls. Services that have low maintenance and high value are exactly what providers look for in partners,” says Johnson.

Thanks to its partnership with ProMax, Marchex accelerated a core technology on its roadmap and made it available to a key industry partner while also incorporating it into Marchex products. This synergistic relationship enables both parties to derive value from innovation and stay ahead of the curve by bringing desired functionality to both businesses' signature products.

High Value

Low Maintenance

“Working with Marchex and their team for over a decade is exactly how you would like all business partnerships to be. The products, services and support they offer goes unmatched. Marchex continually sets the bar higher and higher with their call tracking analytics and AI functionality.”

Melissa Sinclair
VP OF STRATEGIC BUSINESS INITIATIVES
ProMax

