Miracle·Ear® + INVOCA®

Driving High-Value Franchise Leads with Conversation Intelligence

Results at a Glance

15% Increase
in call center efficiency

65% Reduction
in spam calls

16% Improvement
in media efficiency

See how Amplifon Americas' Miracle-Ear division uses Invoca Active Conversation Intelligence to drive more leads to its franchisees and increase contact center efficiency.

THE MISSION

Miracle-Ear is a franchised organization that brings hearing aid technology to those with hearing loss across the United States. It has over 1,500 locations nationwide, the vast majority of which are locally owned and operated, and many of the franchisees have been with the organization for decades.

As a franchise organization with physical locations across the country, the Miracle-Ear marketing organization is fairly complex. It utilizes many sophisticated and intricate centralized programs for digital, CRM, and traditional marketing. However, being a franchise organization, a significant portion of its marketing is handled at the local level, either through centralized turnkey solutions or autonomously by the franchisees themselves. "I would call it a rich tapestry of national and local marketing, which makes building a solid infrastructure for this organization fairly complicated," said Nataly Huff, VP of marketing at Amplifon Americas.

Digital marketing accounts for a quarter of the total business revenue for Miracle-Ear and about 80% of its digital marketing conversions happen over the phone. The goal is driving new customers to call and set appointments to visit one of its local franchisees for an in-person consultation.

"The scale is pretty significant — so for us, it was incredibly important to bring a solution that not only allowed us to track our phone call conversions, but also give us user-level data at scale in terms of quality and outcomes of those phone calls driven," said Huff.

"Seeing that true cost per appointment data would allow us to be a whole lot more intelligent in how we spend our money, where, and how much."

THE CHALLENGE

Miracle-Ear had previously used a turnkey digital marketing solution that grouped paid media together with call tracking. That approach was effective when the company was dipping its toes into digital marketing, but as it headed for full-on digital marketing transformation, Miracle-Ear needed granular data for optimization and to develop new, innovative marketing strategies.

"Our goal was to be able to understand the true cost per new appointment driven at the user level in real time," said Huff. "Seeing that true cost per appointment data would allow us to be a whole lot more intelligent in how we spend our money, where, and how much." In order to achieve this, they needed to move from channel-level attribution to campaign-level attribution in order to understand the quality and context of the calls that digital marketing dollars were driving.

THE RESOLUTION

Using Invoca conversation intelligence, Miracle-Ear was able to reduce contact center costs, improve efficiency, and achieve a double-digit improvement in digital marketing performance within three months.

Using Invoca Signal AI to Identify Conversions and Minimize Spam Calls

"Previously, we assumed that the distribution of the quality of calls was consistent with the distribution of the volume of the calls, and that simply wasn't true," said Huff. The data from Invoca showed which channels, campaigns, and creative were driving high-value appointments, vs people calling for directions, or spam calls. "As you can imagine, the value of those calls varies greatly, and that's where the power of Signal AI comes in."

Huff's team used call center disposition data to train Signal AI to identify calls that were for new appointments, spam, and general customer support. In their first try, they were able to reach nearly 90% accuracy on the appointment signal and 96% accuracy on spam. Once implemented, the 'appointment set' signal was immediately put to use for media optimization and to drive efficiency.

They brought nearly 30,000 tracking numbers into Invoca, and the ability to identify spam calls allowed them to immediately implement a tracking line hygiene process to eliminate numbers that were pulling spam calls. "Cleaning it up was no small feat, but we were able to drive a reduction of spam calls by 65% within one month of deployment," said Huff. "Fewer spam phone calls means our call center agents could spend more of their time talking to real customers and prospects and we were able to drive a 15% increase in call center agent efficiency."

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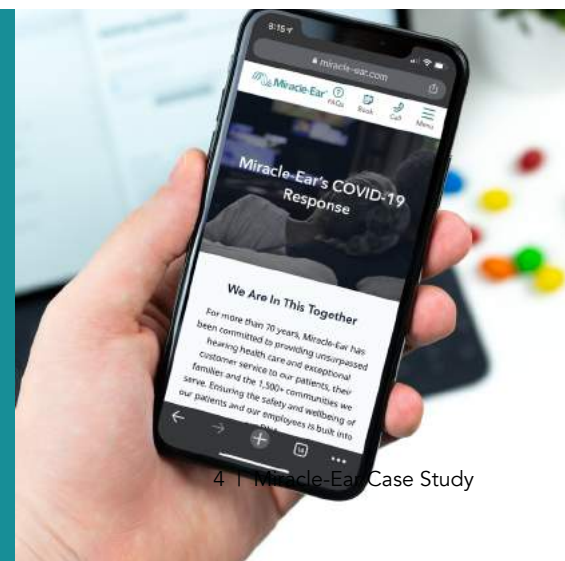
Integrating Data to Gain Transparency and Measure True Marketing Performance

Amplifon uses offline conversation data to develop Signals in Invoca that they integrate into digital marketing tools. This enables them to send user-level call outcome Signals directly into Adobe, Google, and Facebook algorithms to drive campaign efficiency and effectiveness.

"Invoca is a very powerful tool that can be the linchpin for your entire data structure and digital strategy," said Huff. "The Invoca motto is, 'integrated data drives automated results' and that is exactly what happened to us."

Miracle-Ear built a structure that allowed them to automatically pull Invoca data into their BI tools, automate reports, and show campaign performance down to net revenue. Through integrations with Google Campaign Manager, Adobe Experience Cloud, and Facebook enabled them to automate processes and better use the algorithms of the BI tools to their advantage.

"Between our new UX and UI, new CMS, new tracking and analytics, new media account structure and new franchisee capabilities, all together we were able to drive double digit improvement in digital marketing performance within three months."

Conversation Intelligence Allows a Smooth Transition to Serving Customers During COVID

"We were riding high into 2020, and then COVID hit," said Huff. However, the foundation that was put in place with Invoca allowed them to pivot quickly and better serve customers. When the pandemic hit, they were able to see which campaigns, channels, and regions were driving new business versus driving calls to reschedule existing appointments. "We needed an incredibly intentional and intelligent approach to how, when, and where we adjusted our messaging and our dollars," explains Huff. "This is why having the granular integrated data at scale made all the difference. With our digital transformation we'd built an infrastructure that integrated our call outcomes into our platforms through AI conversational analysis signals."

During the initial stages of COVID-19, it was incredibly valuable to understand where people were actually showing up for their booked appointments versus just scheduling them. When paired with a COVID signal in Invoca, regulatory requirements across the states, and Google retail mobility data, they achieved a detailed picture of consumer confidence and intent across the entire country and were able to provide the right messaging for the right audience at the right time.

THE RESULTS

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THE NEXT CHAPTER

Invoca's capabilities have helped Miracle-Ear define and clarify its own innovation roadmap. In order to better understand customer objections, it plans to use Signal Discovery to find out why people who call fail to book appointments. This will allow them to get the data they need to further optimize campaign creative as well. "Knowing what our customers are talking about at this level will allow us to optimize ad copy, website copy, as well as train agents based on the call context per creative that we have in place."

They also plan to marry more of their offline data with online data with the goal of going past the appointment to optimize more what drives revenue to the business. "By mapping that online data down the funnel and integrating the offline into the digital systems, we can see, did they show up for the appointments that we booked? When they showed up, did they purchase? How much did they spend? We wouldn't be too far off from actually being able to drive ROI in a holistic and automated manner."

"Once we started using Invoca, we realized what was possible, that's when we really started thinking bigger in terms of marrying more offline and online tactics. But Invoca's bringing tools to us like Signal Discovery that help enrich and fill in different areas of that vision as well."

> " The main reason that we love partnering with Invoca is that it's an innovation-driven company. You're always doing new things and I don't ever have to worry about falling behind."

Learn more about how leading marketers are using
AI-powered conversation intelligence to drive revenue at invoca.com/customers.

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