

INDUSTRY BRIEF

Auto Dealerships



Auto dealers have always faced the same problem: getting enough qualified leads in order to meet their quota. Email, postcards, and phone calls don't work, and radio ads are costly and ineffective. That's where text messaging comes in, giving dealerships a direct and cost-effective way to reach leads and get them to the lot. SMS Marketing Services automated software enables dealerships to use the power of texting to close more sales, boost customer service, and ultimately generate more repeat business.

USE CASES

01

Market Your Cars

Getting the message out about new models or an upcoming sale can be a tall order. Luckily, SMS Marketing Services allows you to better advertise to customers through:

- **Smart Targeting:** Sort customers based on what they are looking for, so you can target more relevant offers in the future. For example, create a list of everyone who has expressed interest in SUV's and automatically send them offers when new models come in stock.
- **SMS and MMS Messaging:** Mobile messaging gets you 7.5x more responses than email, so your hot leads won't be going cold. Send text promotions when you are having a sale as well as MMS picture messages of your new cars to entice customers.

02

Answer Customer Questions

People would rather text than bother being stuck on the phone for hours. With SMS messaging, your service reps can answer customer questions in real time.

- **Landline Texting:** Send and receive text messages using the phone number you already operate and advertise. This way, you can text with customers without exposing your personal number.
- **Individualized Alerts:** Send personalized messages to customers about things like pricing or when a car they are interested in is back in stock.
- **Omni-Channel Messaging:** Announce recalls across all channels including text, email, social media, and voice broadcast from our integrated platform, so customers are aware they need to bring their vehicle in.

USE CASES

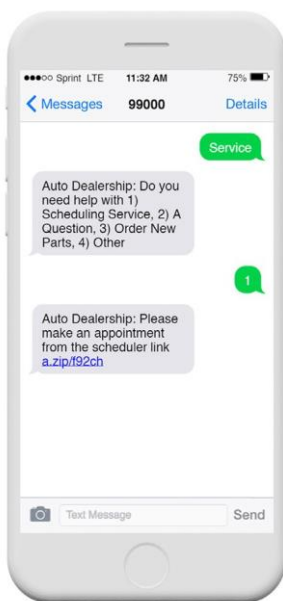
03

Send Service Appointment Reminders

Service and repair visits are a vital part of any dealerships revenue, so it's important that customers actually show up.

- **Auto Reminders:** With SMS Marketing Services' automation you can automatically send service reminders every six months to keep it on customers minds, and when they make an appointment you can send a reminder the day beforehand to make sure they show up.
- **Intelligent Text Bot:** Our intelligent Text Bot system can function as an automated text messaging attendant that can answer common questions by branching customers down messaging paths based on how they respond to texts. See example below.

Intelligent Text Bot Example



- 1 Advertise a mobile keyword like "Service" on collateral and your social media for customers to text in.
- 2 When a customer texts it, our system can automatically text back "Do you need help with 1) Scheduling Service 2) A Question, 3) Order New Parts, or 4) Other."
- 3 If the customer texts back "1", they could automatically be sent a mobile link to direct them to your online appointment scheduler.
- 4 You can even track if they haven't made an appointment a week later, and automatically send them a text reminding them to do so.

LIFECYCLE ENGAGEMENT

SMS Marketing Services allows you to engage customers through every stage of the sales and service process. Here's an example:



1

Advertise your dealership using a **mobile keyword** that enables customers to text in for more information or a quote.



2

With **Landline Texting**, you can use your office's existing phone number to text, rather than using your personal phone.



3

Send **promotions** for anticipated maintenance services.



4

Send **automated reminders** for test drives, maintenance reminders, and service appointments to reduce no shows.



5

Send **mass alerts** for things like recall notices, since emails and postcards get ignored.



6

Use **SMS surveys** sent through texting to gauge customer satisfaction and staff performance.



7

Drive revenue with new model announcements and **promotions**.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 9-minute average support response time during business hours.



365-day
Technical Support



9-min
Initial Response Time



9.5/10
Customer Service Rating

