

GOING LIVE

How automotive businesses can benefit from live engagement platforms

First things first: what is 'live engagement'? You'll have seen the 'live help' buttons on websites that you can click in order to speak to a company agent – and in essence this is live engagement. The process often starts with a sophisticated ChatBOT experience which can then route to a text chat conversation with a real agent, and this might then lead to a face to face video conversation in a garage or dealership.

To see great ROI with live customer engagement you first need to define the role of this service in your business. Do you want to see sales uplift, secure aftersales business, or simply offer better customer service? Clear KPIs are critical in terms of measuring the success of the service and here are three that you can track and expect to improve with the use of live engagement.

SALES UPLIFT Clearly the degree to which sales will be uplifted depends on how many agents use the system, the hours of operation, the calibre of the live engagement team, and your determination to continuously refine the process. However, the chances are you sell and repair significantly more vehicles with live engagement than without. Sytner Group adopted it for web browsers in 2014 and now meets customers online outside standard dealership opening hours. Customers call at their own convenience with questions and test drive requests, and these initial enquiries allow Sytner to pre-qualify customers before a call-back from the sales team. This excellent service, available at times to suit the customer, has resulted in a 35% conversion from



Priya Iyer
Chairman and
CEO, Vee24
@Vee24

the live engagement video call to test drive bookings – a significantly higher figure than that for customers who browse the website independently without meeting an agent online.

CUSTOMER SERVICE EXCELLENCE – IMPROVE YOUR NPS SCORES

In a competitive marketplace businesses must differentiate, and a simple way to do this is by building

a reputation for customer service excellence which in turn leads to a sales uplift. Live engagement platforms allow the customer to leave feedback, and agent scores following a live engagement call are typically much higher than when a customer has called a helpline. A number of factors influence this: it can be offered out of hours when a business is closed; a customer can also co-browse the website with the agent and chat to them at the same time; and mobile cameras used during calls mean that agents can go to the forecourt or workshop to show the online customer around a car. You'll already know your average net promoter score (NPS) for customer calls, so that's your base line for improvement.

CUSTOMER LIFECYCLE MANAGEMENT

If you are a dealer then selling a car is hopefully just the start of a new relationship with the customer – and adding live engagement to the aftersales and servicing area of your website will demonstrate that all customers are important to your business. Also, continuing a dialogue with each customer post-sale will ensure that you are well positioned to influence a new car sale down the line.

Many dealerships are now using live engagement to communicate with customers and deliver a more personal service, both pre- and post-sale, and are quickly identifying rapid ROI. Isn't it time to see what it's all about?

