



# engage and inform vehicle buyers

## challenges

Websites and social media replaced showrooms as the place where buyers research vehicles and dealerships

Online anonymity means dealerships struggle to identify and engage the best prospects

Miscommunication with service departments can result in negative online reviews, costly loaner extensions and no-shows

## solution

Engages consumers early in the buying process, then keeps them informed while identifying their wants and needs

Simplifies how dealerships can stay engaged with interested customers by texting from any wireless or wireline phone

Salespeople can access conversation histories throughout the engagement process

## results

Salespeople and managers can easily access information about each buyer's interests, preferences and more

Service managers can use texting to increase service appointment confirmations

## maximize sales and customer satisfaction with text messaging

The vehicle-buying process traditionally began with ads that drew people to dealer showrooms, where they share their needs, wants and contact information with salespeople. Today, buyers typically learn about vehicles from dealer and manufacturer websites and social media, which they browse anonymously for weeks or months.

This change makes it challenging for dealers to identify the best prospects across multiple platforms and marketing channels, engage them early in the buying process and then grow that relationship. Savvy dealerships see text messaging as critical for overcoming those changing sales and marketing dynamics and for maximizing customer satisfaction long after the sale.

Text messaging also gives dealership service departments powerful new tools for engaging and informing customers and overcoming their biggest concerns. For example, a J.D. Power survey<sup>1</sup> found that difficulty scheduling service is one of the top four reasons why satisfaction levels are dropping. The ability to text the service department eliminates common frustrations such as sitting on hold to check availability.

Service departments also can use text messaging to maximize productivity, efficiency and profitability. For instance, most owners drop off their vehicle for service. If they can't be quickly reached when it's done, those vehicles add to the congestion on already tight lots. Texting's immediacy minimizes that problem and maximizes customer satisfaction because they don't have to keep calling to check.

So it's no surprise that the number of buyers who text dealership personnel has increased four percentage points since 2018, according to J.D. Power. "Dealers should continue to encourage this practice by their staff," the research firm says. "It improves satisfaction scores and, by getting them into the habit of doing so now, they'll be better prepared in the future to meet buyers' expectations when younger, more tech-savvy customers comprise more of the marketplace."<sup>2</sup>

95%

Texts from businesses are read in 3 minutes<sup>3</sup>

67%

Of customers would return for service if they got repair updates by text rather than by a phone call<sup>4</sup>

<sup>1</sup> <https://www.jdpower.com/business/press-releases/2019-customer-service-index-csi-study>

<sup>2</sup> <https://www.jdpower.com/business/press-releases/2019-us-sales-satisfaction-index-ssi-study>

<sup>3</sup> <https://www.textrequest.com/blog/texting-statistics-answer-questions/>

<sup>4</sup> <http://www.northamericanautomotive.com/news/digital-by-design>



## messaging is more complex than it appears

Although SMS and multimedia messaging service (MMS) might appear as straightforward as email, they are actually highly complex in terms of network protocols, regulatory requirements, implementation options and more.

### challenges

#### Compliance with Federal Texting Laws

Easily manage user consent through opt-in and opt-out

#### Centrally Manage Texting on a Broad Scale

Ability to easily support dozens of dealerships, hundreds of employees and tens of thousands of customers, regardless of geographic location or mobile service provider

#### Understanding Complex Network Requirements

Understand and adhere to unique connection protocols, character-encoding requirements, message concatenation and complex delivery receipt status and error coding

#### Message Delivery to the Right People at the Right Time

Ensure that messages are delivered on time and can be scheduled for a future date and time, such as checkup reminders or promotions for trade-ins

#### Turning Conversations into Actionable Insights

Easily review interaction histories to find insights about individual customers and trends in buyer preferences

Provide insights to service managers to improve customer satisfaction

Help marketing teams create smarter and personalized campaigns and suggest offers based on history and

## enabling personalized, flexible engagement

iconectiv has helped dealership sales and service departments overcome the technological, privacy and regulatory considerations that prevent many businesses from leveraging text messaging for engaging and informing buyers and maximizing customer satisfaction. Texting is an ideal way to educate prospects about promotions and new models and for informing customers about service appointments and discounts.



### solution

#### easy to use

Deliver the right messages to the right people at the right time thanks to automated routing

A robust, high-performance API gateway built for reliable, real-time SMS global deliver that easily connects to existing systems to simplify mass communications and personalized message delivery

Accessible from any web-connected desktop or device

#### engaging

Centrally manage texting across multiple locations, departments and employees to maximize texting's reach and effectiveness

Provides direct engagement and immediacy in the moment, such as when a social media or website promotion grabs a prospect's attention or a service needs to be scheduled

#### secure

Securely manage text broadcast and chat services across geographically dispersed areas, employees and customers

Salespeople, service managers and other employees can text customers without giving out their personal mobile number

Complies with privacy and communication regulations and service provider requirements

Buyers who communicate via text message with dealership personnel have overall satisfaction levels 11 points higher than those who don't, according to J.D. Power. "Dealers should continue to encourage this practice by their staff."

## streamline, manage and automate messaging to engage and inform

TruReach Deliver Aerialink helps vehicle dealerships quickly, correctly and cost effectively implement text messaging for personalized, targeted and effective engagement throughout the buying process and for years afterward with their service departments.

### results

#### Built for Teams & Multi-Location Businesses

Sales managers can compose a message and, with one click, send to a distribution list, such as sending a promotion to increase service during typical quiet times

Central platform for storing and reviewing conversations at every location in a dealer's network

Inquiries, such as passenger or commercial vehicle sales, are correctly routed to the right department



#### Customer Convenience

Owners can text to schedule service and get updates. Dealerships that text found 80% of customers who received texts showed up for scheduled appointments, an ~20% increase.<sup>3</sup>

80%

Keywords simplify how prospects and customers can engage with you

34% of customers indicate they prefer to communicate via text message but this only occurs 9% of the time.<sup>5</sup>

#### Texting Simplified

Quickly respond at the moment buyers are most interested and want to engage

Text-enable office landlines so salespeople and service staff can send and receive text messages

Helps dealerships comply with federal text messaging laws and eliminates manually processing opt-outs



#### Make it Personal

Create custom keywords to target customer interests or for promotions, i.e. "15% off brake service"

Salespeople and service managers now can address each person by name

Provide personalized, relevant information based on purchasing and service history. Text photos of worn brake pads, for example, helps customers understand why a service is being recommended.



5. <https://www.autonews.com/article/20150105/RETAIL05/301059939/service-bays-turn-to-text-messaging>

6 <https://www.jdpower.com/business/press-releases/2019-customer-service-index-csi-study>

#### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on Twitter and LinkedIn.

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