



VV-AUTO TAKES SALES AGENTS ONLINE

– Closes over 250 car sales using Live Chat

VV-AUTO

"Digitalization is changing consumer behavior and we need to find new ways to enhance online customer experience. It is important that we can serve our customers using the channels they want to use."

- Mikko Mykrä, Director, VV-Auto group

Executive Summary

In 2013, VV-Auto wanted to find a solution that would allow them to enhance online customer experience and convert website visitors browsing for cars or car maintenance services into sales leads.

VV-Auto implemented Giosg's Live Chat, Lead Call and Teamstools to first on one, and later on several, brand-specific websites. Visitors were targeted with a proactive chat message asking the visitor a page specific question. Chats were directed to the right team of experts depending on the availability of free chat agents and the level of expertise required to support customer's needs. Sales agents offered customers the information they needed while trying to agree on a test drive or other action. Outside service hours call backs were collected using a contact request form.

The solution provided has proven to be effective. Over 250 car sales have been closed in 2016 using live chat. And the conversion rate of car maintenance bookings, another important business activity for VV-Auto group, has also significantly increased.

Challenges

In 1985 people visited, on average, more than five car dealers before making a decision. Today this number is 1,1, as 8 out of 10 shoppers use the internet to help them choose which vehicle to purchase. Recent research also shows that buyers usually go through an average of 7 websites before going to the local dealership.

VV-Auto, is the biggest reseller of Audi, SEAT and Volkswagen passenger cars and Volkswagen commercial vehicles in Finland.

As, instead of visiting car dealers in person, people now prefer to visit multiple websites when narrowing down options, the company needed to find a solution that would allow them to first identify and then encourage website visitors to choose VV-Auto over the competition.

To make matters even more complex, website visitors looking to buy new or used cars have different kind of needs than people looking to book a time for car maintenance. Additionally, there are a lot of visitors browsing on a website outside regular office hours. That is why finding a cost-effective staffing solution, to begin with, was also something that needed to be resolved.

Solution

VV-Auto chose Giosg.com thanks to the cost-effective overall solution, user-friendly interface and minimal need for IT department's support in deployment. In addition, VV-Auto also appreciated the network of chat service providers introduced by Giosg.

To engage with customers browsing for new or used cars before they leave VV-Auto's websites, a live chat button has been set to automatically greet the visitor with a prewritten message asking if the visitor would like to book time for a test drive or sales negotiation.

After the visitor has spent 5 seconds on the site, a chat window with a page specific proactive chat message (e.g. asking if the visitor wants to learn more about a certain model) is opened. If the visitor replies to this automated message the first available chat agent will start up chatting, continue the conversation by providing the details the visitor needs and, at the same time, actively trying to book a time for a test drive and face-to-face sales negotiation.



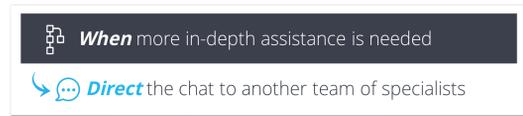
Outside chat operating hours (before 9 am and after 9 pm) call backs are collected using a contact request form.



Visitors looking to buy used cars often have specific questions about a certain car on sale that require more in-depth knowledge about the matter. That's why VV Auto's own sales representatives are the best persons to take care of chats on used cars pages.

Visitors browsing on new cars pages, on the other hand, often have questions that are not that specific, but have more to do with narrowing down options. That is why, at least for the time being, outsourced chat agents handle most of these chats independently, without the need to commit VV-Auto's own resources to this.

Still, in case more help is needed, chats can be easily directed from one team to another so that e.g. VV-Auto's own sales representatives can continue the conversation originally started by external chat agents.



To give visitors with car maintenance related questions a possibility to interact directly with VV-Auto's car maintenance team, a static live chat button has been placed at the foot of the maintenance webpage. The visitors can start the conversation by clicking the button. Car maintenance is it's own line of business which is why a separate team of specialists handles maintenance related chat service.

Results

The sales agents have noticed that the automated chat is an effective way to interact and engage with customers online. Visitors can be easily paired up with the right internal and external sales agent which optimises the use of resources, enhances positive customer experience and has increased the number of contact details collected significantly.

Even more notable is the amount of chats that have been turned into sales. Over 250 car sales have been closed in 2016 using the solution provided. And the conversion rate of car maintenance bookings, another important business activity for VV-Auto group, has also been significantly increased.

Key takeaways:

- Don't wait for the customer to make the first move, be proactive
- Open chat with a question that communicates willingness to serve
- Turn conversations into scheduled test drives, call backs or other actions.