



3 Ways to Accelerate Sales and Improve Your Customer Experience with Cloud Communications

DIGITAL INTERACTIONS HAVE SKYROCKETED IN POPULARITY, TRANSFORMING INDUSTRIES FOREVER – AND THAT INCLUDES AUTO SALES.

A fully integrated cloud communications platform goes a long way toward improving customer experience, outreach, and engagement within and beyond the dealership. With the right communications platform, you can quickly and easily transform your customer experience, from initial inquiry to price negotiations to after-sales service.

Let's take a look at how a digital-first communications model improves sales, service, and the customer experience.

SALES: MOBILE SALES

Unified communications to increase sales efficiency.

You want your sales team members to be as effective as possible – whether they're at their desks, on the showroom floor, or roaming the lot. This means empowering them to answer customer inquiries on any device and from any channel. Stepping away from the desk? No problem. The customer wants to move to a video call? Easy to do.



Elevate is an integrated communications platform that helps you to personalize the buying experience and allows your sales team to easily connect with prospective buyers. Move seamlessly between text messaging, phone calls, and video chats. Answer inbound calls from the desk phone, move to mobile, and then use video conferencing to virtually walk the client through your inventory. Need to follow up with more-specific vehicle or model information? Upload video content or use the meeting app to take notes. Your customers can choose their preferred communication methods with a sales team that's ready, willing, and able to answer questions from any channel on any device.

Benefits



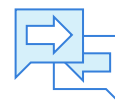
Better customer service

Never miss important calls and texts, and provide options to easily work from desk to showroom to lot using our Mobile App.



More flexibility

Empower a more flexible and effective sales team that communicates anytime, anywhere, and on any device.



Increased collaboration

Extend reach and facilitate increased collaboration with easy, efficient, and quick communications among departments.

SERVICE: APPOINTMENT SCHEDULING

Quickly and efficiently schedule service appointments.

Your customers want easy and convenient service appointment scheduling – without frustrating dropped or misrouted calls and lengthy hold times. You want more right appointments with less no-shows or cancellations. Scheduling is a snap with Contact Center. Customize call flows and use automatic attended or live transfers to route calls to the right reps for efficient interactions and scheduling. Eliminate busy signals with smart queuing, and play in-queue music and messages promoting seasonal service specials or upcoming events.

Once the service is completed, you can proactively deliver timely – and if needed, repeated – reminders of upcoming appointments, recalls, and check-ups with Dynamic Notifications. Use call data – such as volumes and hold times – to gain better insights into call trends so you can plan staffing and improve service levels throughout the dealership and within the service department.

The result? Quick and easy scheduling and effective service reminders can increase customer satisfaction and generate customer loyalty.

Benefits



Faster scheduling

Customize call flows for more-efficient interactions and scheduling.



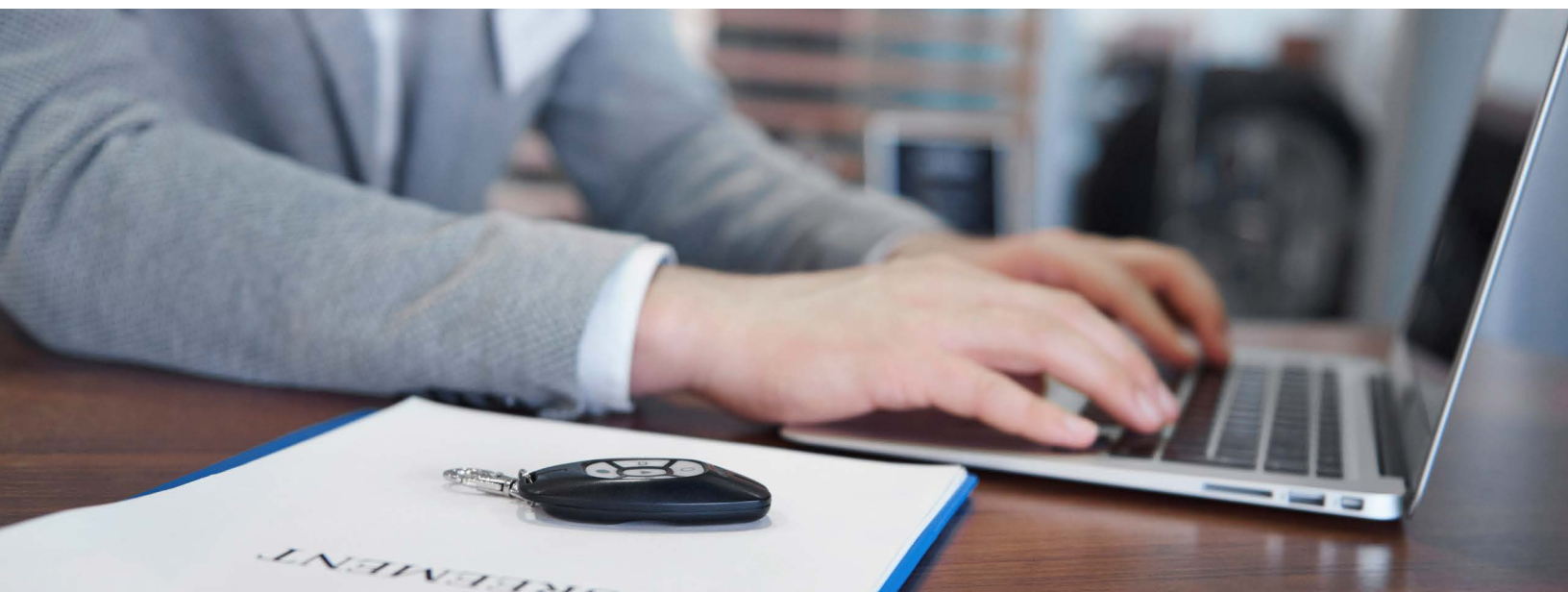
Better customer service

Eliminate dropped calls and reduce hold times with intelligent queuing and routing.



Improved customer experience

Eliminate busy signals with queuing, and provide in-queue music and voice playback (e.g., seasonal service or financing specials).



CUSTOMER EXPERIENCE: OMNICHANNEL ENGAGEMENT

Communicate through customers' preferred channels (phone, chat, text, video).

Consumers now spend more time researching online before they even visit a dealership. Further, the number of web-based car dealer apps is growing. To keep pace, dealers need to transform brick-and-mortar businesses into digital, omnichannel customer experiences. Customers expect to interact quickly and easily with your dealership through text, email, phone, and online and video calls – and they may switch between channels as circumstances dictate. If contact requires more than a few clicks – or forces customers to wait too long on hold – the chances of losing those customers increases significantly.

Elevate can improve customer interactions across multiple channels, supporting integrated chat, SMS, video conferencing, phone, screen sharing, and more. Use Elevate to respond to customer inquiries via all of these channels – and within a single platform – and to provide the seamless, digital service and support your customers expect.

Benefits



Better customer experience

Minimize transfers and eliminate dead ends with intelligent routing and self-service interactive voice response (IVRs).



Seamless integration

Move easily between integrated chat, SMS, video conferencing, phone, screen sharing, file sharing, and file backup.



Support a digital journey

Support customers' expectations of a seamless digital journey from first contact to after-sales support and everywhere in between.

Contact us today to find out how a fully integrated cloud communications platform can help your auto dealership thrive and grow.