

Automotive Dialogue – Case Study

“Providing the Ultimate Customer Experience for the Automotive Industry”

The Problem:

Two reputable auto dealerships located in southern California contacted Automotive Dialogue looking for assistance with their lead qualification process. These dealerships worked with a leading provider of automotive e-marketing solutions to assist them with their internet lead generation efforts. The program ended up being very successful with their sites averaging 7.8 million hits per month and more than 100,000 unique visitors. The problem was the lead qualification process became very time consuming and virtual impossible for their inside sales team to follow-up and qualify every lead that inquired.

The Solution:

In response, Automotive Dialogue developed a very detailed lead qualification program to help drive efficiency in the sales process. Anytime a contact form was submitted through one of our client’s websites it would come to Dialogue first for qualification. At that point, we knew it was absolutely vital to follow-up with every lead within a 5 minute timeframe, while the lead was still warm. During the initial conversation, we would ask the prospect a series of questions used to gather all key buying attributes that defined exactly what the buyer was looking for, as well as, the consumer financing information. Once qualified, we would set up an appointment for the prospect to test drive the desired automobile. Before that lead would walk onto the showroom floor for their appointment, Dialogue would transfer over all of the buyer’s information, including

- Type of vehicle
- Financing
- Trade-in information
- Price range
- Planned time of purchase
- Color
- Features
- Lease or purchase.

Evaluating the Customer Experience

In addition, Automotive Dialogue recognizes that customer service in today's consumer-driven automotive industry encompasses a lot more than just selling cars - it requires exemplary service and better information throughout the entire purchasing process. Therefore, we went above the call for our client by following up with every consumer who set an appointment with us to evaluate their experience with our client’s dealership.

The Results:

With Automotive Dialogue as a partner, our client was able to:

- See a 50% higher closer rate per sale representative
- Only pay for consumers who were qualified and showed up for their test drive
- Allow for a more efficient allocation of limited resources – with their sales people never having to waste time selling to poor quality leads, or trying to contact unreachable ones.
- Increase customer satisfaction by implementing recommendations received through our customer experience evaluations



For more information call **800.523.5867** ext. **7480**, or visit **www.Dialogue-Marketing.com**