



LEVERAGING MESSAGING TECHNOLOGY IN THE VEHICLE SALES INDUSTRY

A Whitepaper by [Cellfind](#)

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USING WHATSAPP TO TAKE YOUR VEHICLE DEALERSHIP TO THE NEXT FRONTIER

As a motor vehicle dealer, you know that the most important step in closing a sale is scheduling the next meeting. After someone leaves the showroom, or submits an online request, it's critical to follow up in a timely manner with product information relevant to their enquiry. Allowing a dealer to send WhatsApp messages to customers is now critical. Sales managers need visibility into customer conversations to get more predictable sales pipelines. And service departments need a more efficient way than phone calls to notify customers. With high market penetration, a WhatsApp for business solution helps ensure that your team is spending more time doing what matters, closing sales and servicing vehicles.

With the help of intuitive WhatsApp solutions from Cellfind, vehicle dealerships can maximize their brand engagement, market new models to their customers easily, and enhance their sales and distribution. This will allow dealerships to shift their focus from mundane tasks to value-added benefits, enabling a move to achieving larger organizational objectives.

WhatsApp for Business from Cellfind extends your engagement with your clients to grow your business and enhance customer interaction.

How? By providing simple and familiar communication methods making your sales team available on the most common platforms whenever your customer needs them.

With the instantaneous delivery of SMS, the interactivity and personalisation of USSD and the popularity of WhatsApp itself, you are readily available to assist your customers.

Advantages of WhatsApp

- Creating a separate messaging app for your business.
- Easily send WhatsApp messages without having to manage hosting, scaling or constant software updates.
- Building trust through your Business profile and instant communications.
- Easily responding to customers with auto-replies.
- Organizing your customer contact list.
- Promoting your products and rates personally and directly.
- Improve your client interactions and claims management with photos, audio, video, and files to showcase a more engaging customer experience.
- Organize your clients or chats with labels, so you can easily find them again.
- Sensitive information is secure with WhatsApp end-to-end encryption.



WHAT ARE SOME WHATSAPP USE CASES FOR THE VEHICLE SALES INDUSTRY?

These are some of the interactions that will help you delight customers using our WhatsApp solution



New Model
Marketing



Generate
Leads



Qualify
Leads



Handling
Queries



Sharing
Quotes



Traffic
Updates



Alerts and Updates



Insurance
Claims



Re-engagement



Special
Occasions



Service
Scheduling



Document
Submission

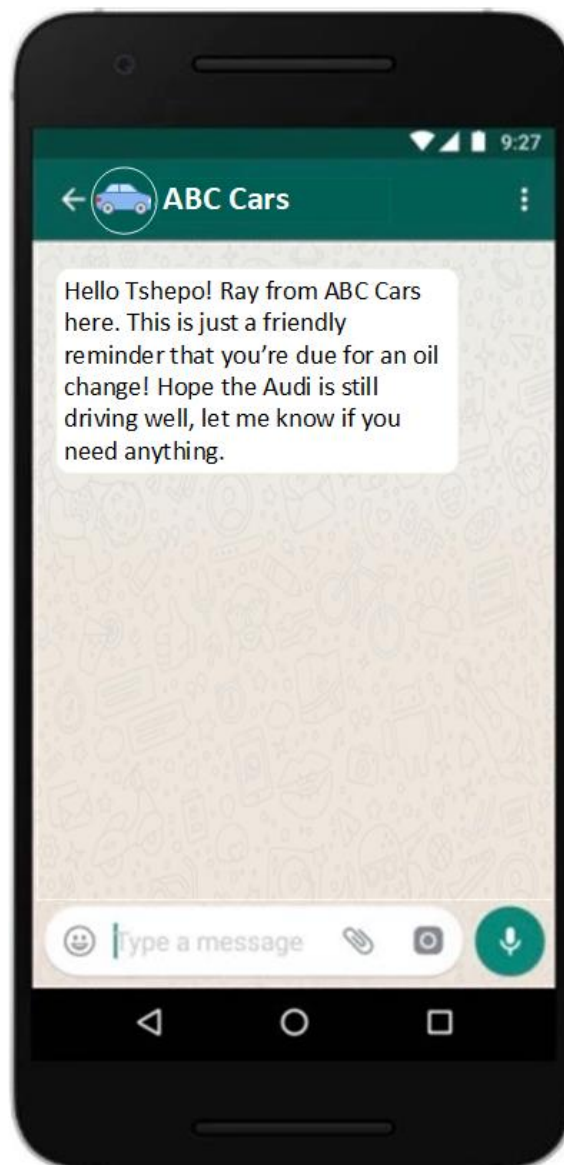
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EXAMPLES OF VEHICLE SALES INDUSTRY RELATED WHATSAPP OR TEXT MESSAGES

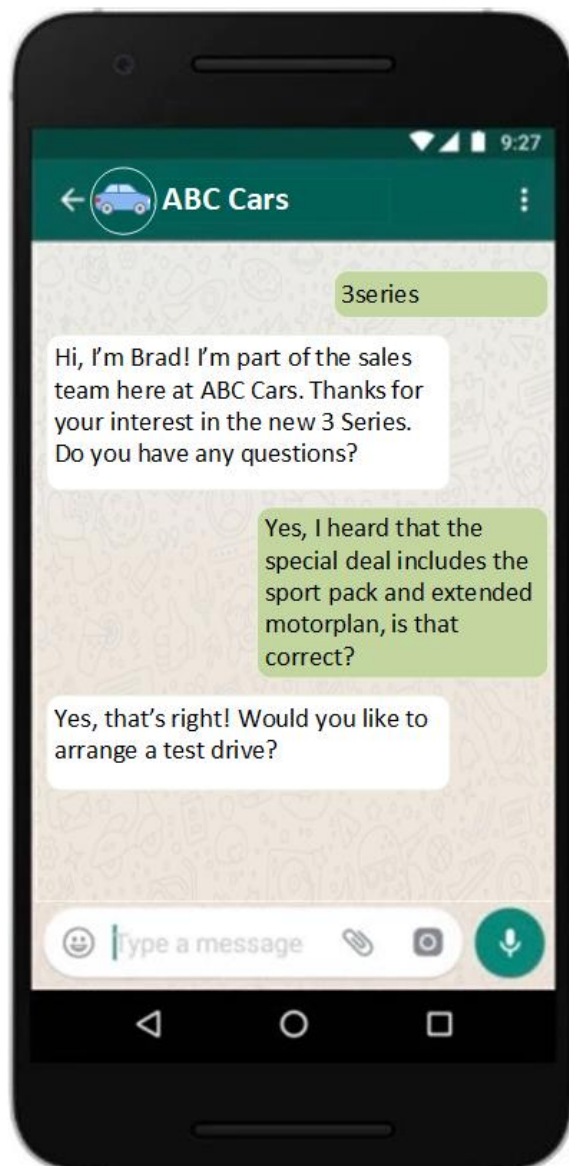
Service Scheduling and Appointments

Use WhatsApp as a quick and convenient way to send appointment reminders or confirmations. You can choose to plan out these messages in advance, or message a specific customer 1-on-1 and in-the-moment. These WhatsApp-based scheduling options can help to reduce missed appointments and provide valuable, non-sales related interaction points between you and your customer.



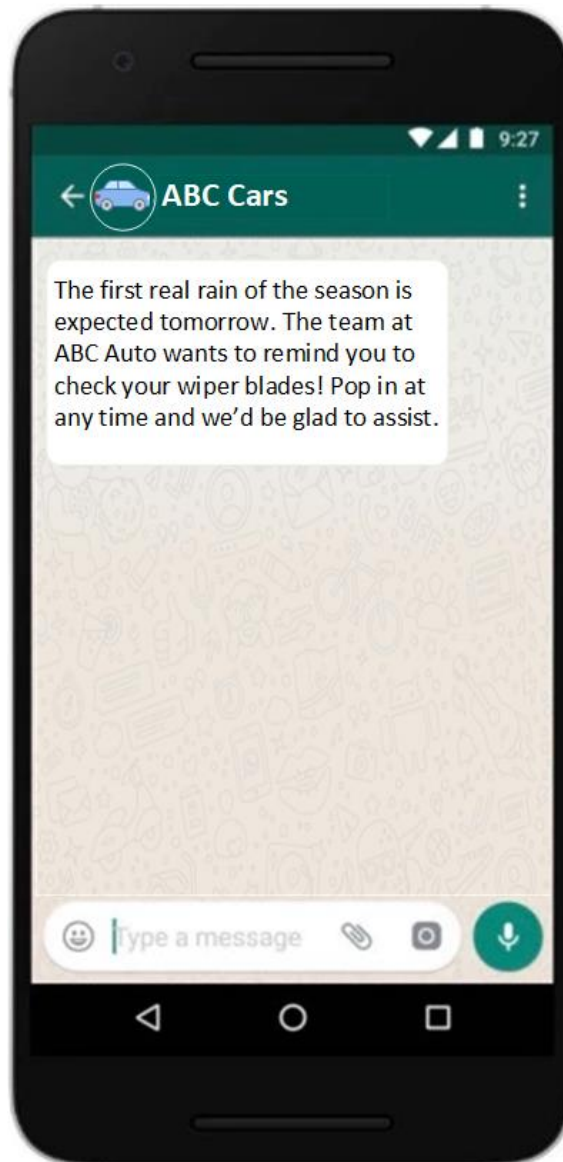
Service Scheduling and Appointments

By incorporating bot technology, you can have an unlimited number of keywords. This makes it easy to create a unique one for each make and model of the cars you sell as well as for customer FAQs. We can help you to easily create a keyword and series of triggers that automatically answer any questions a customer may have about a vehicle or service. You can automate your responses or simply log in to your dashboard and manually respond to your inquiries. Either way, you'll have customer information stored with details like the kind of purchase they'd like to make. You can go on to use that information for sales and promotions in the future!



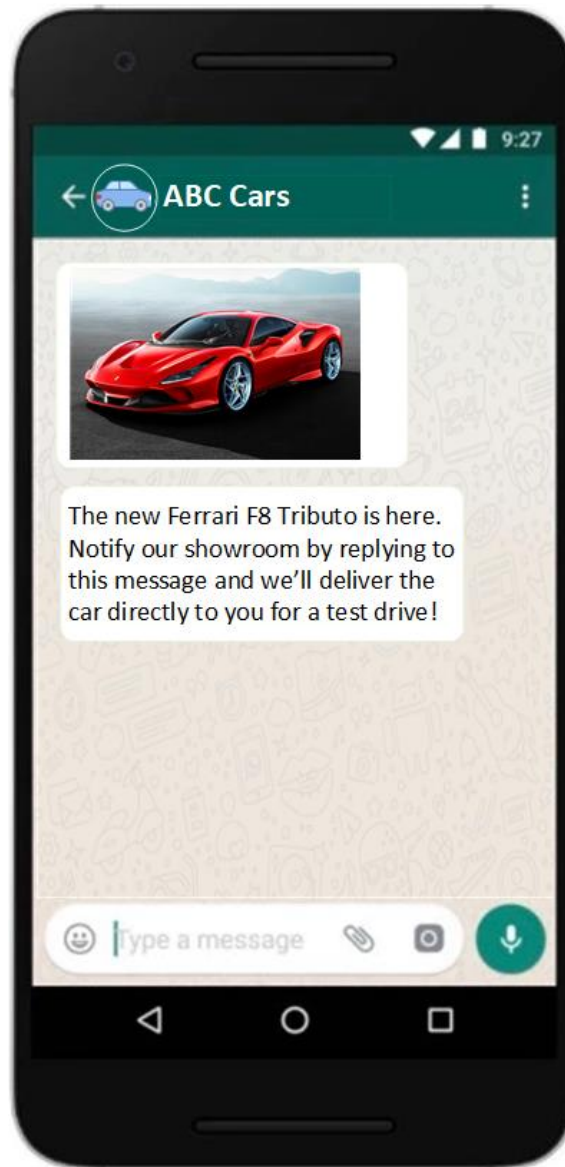
Maintenance Advice

An endearing, non-sales related touch point you can have with customers is the occasional tip or useful info message! Let your customers know you're thinking of them with helpful resources directly from you, the car care experts.



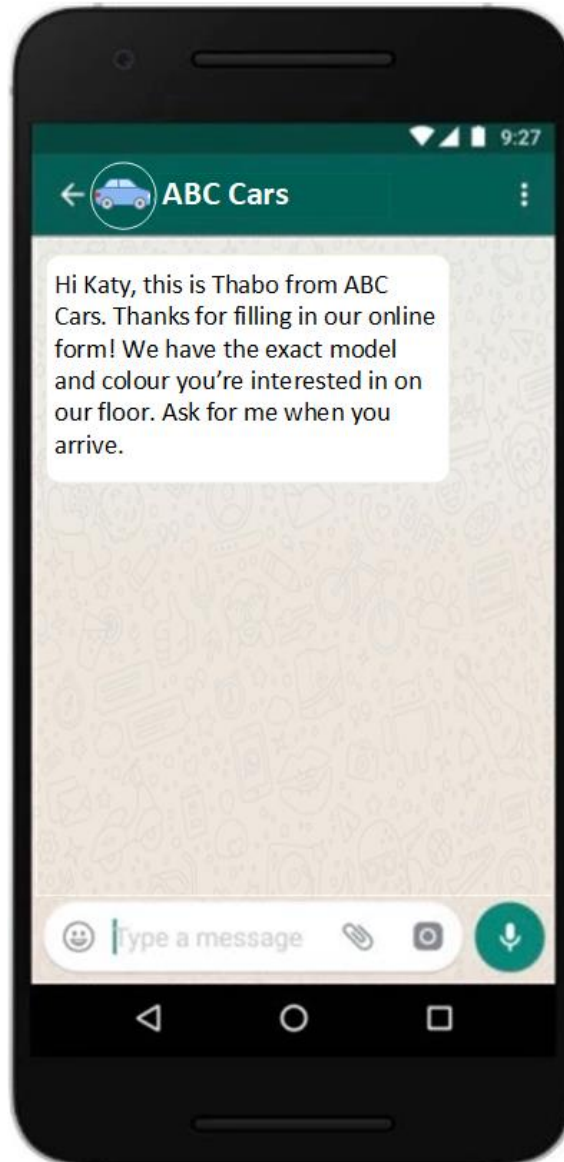
Sales Lead Generation

Another great way to generate enthusiasm for new or restocked products is by sending out a bulk message blast via WhatsApp to Opted-in users. You can categorize your subscribers based on the interests they convey as well as past purchases in order to make sure they're getting the most relevant and targeted news and information.



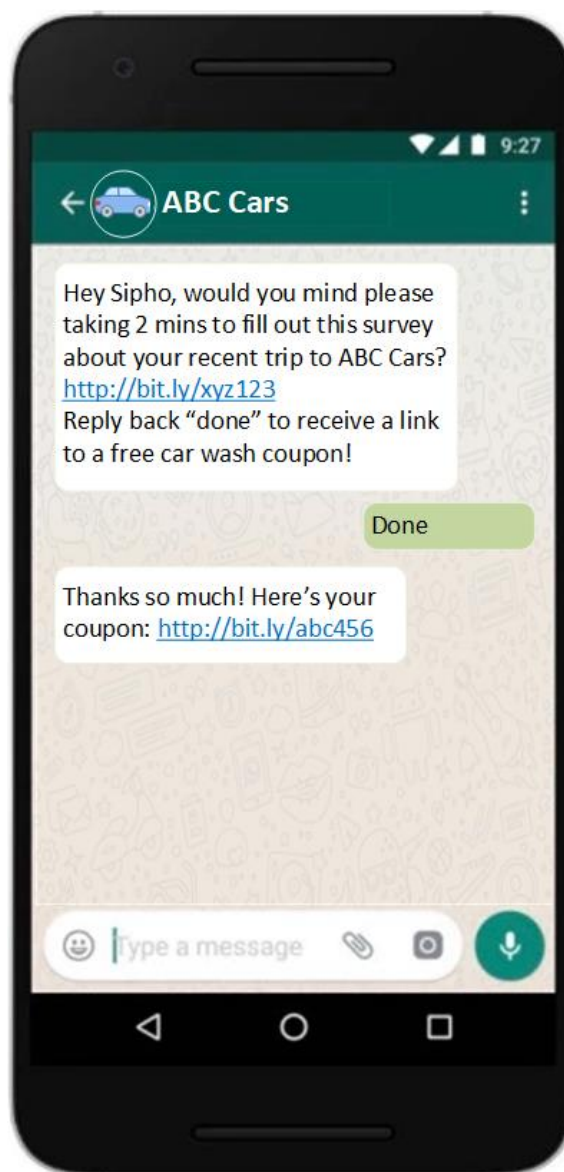
Instant Follow-Up

Do you use online forms or Facebook Messenger to generate leads? Why not make use of WhatsApp to do an immediate follow-up with no extra work.



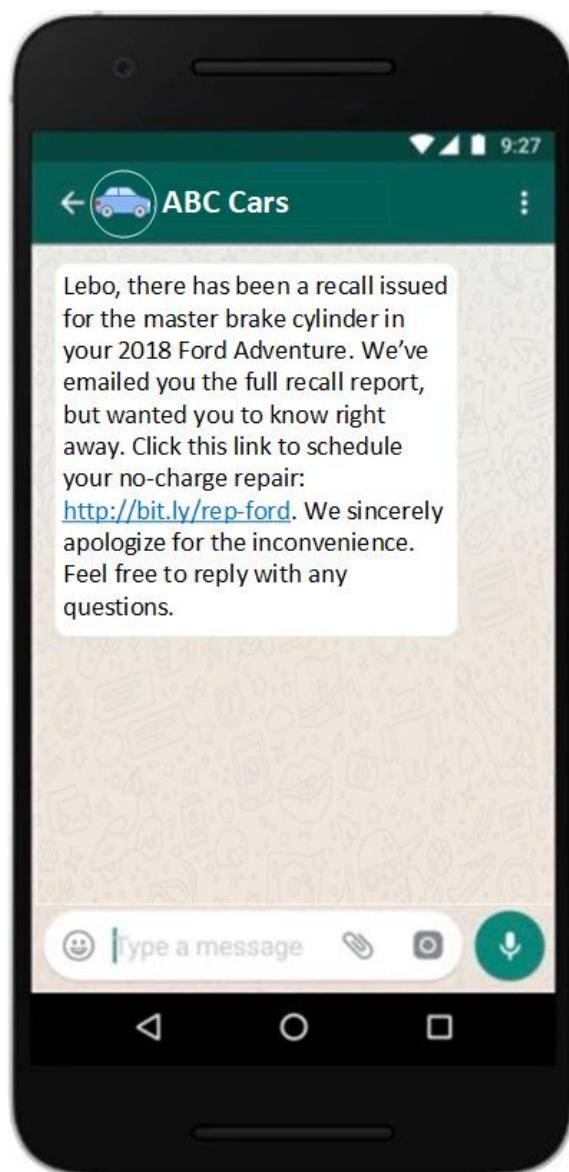
Satisfaction and Service Surveys

An important way to maintain a great experience at your dealership is to collect customer feedback in order to keep delivering the kind of service that keeps people around. By sending out links to surveys via WhatsApp, setting up Text to Vote Surveys, or polling your existing subscribers, you give yourself loads of options to receive feedback. Studies show that text-based messages receive responses 60% faster than other forms of digital communication. They're the perfect way to receive the feedback you need.



Recall Requests

Whilst we would of course like to avoid them, when recalls happen they can be quite a headache for your dealership. It's important that information about the recall is circulated quickly, for both safety and legal reasons. With WhatsApp messaging, you can share relevant recall information with hundreds in an instant. In addition, you can easily schedule appointments to have the replacement part taken care of, reducing customer inconvenience as well.



USING CELLFIND LIVECHAT TO PROVIDE INFORMATION AND BUILD RELATIONSHIPS IN THE AUTOMOTIVE SECTOR

We believe that your digital showroom – aka your website – needs to be as strong as your physical showroom. That means you ideally need to have sales staff, live support and customer service immediately available online. And that means the addition LiveChat from Cellfind.

The LiveChat system acts as a back-end to your WhatsApp service, allowing customer care or sales staff to reply to queries in an instant. Here are some of the ways that you can leverage our LiveChat platform to delight your future customers:

Offer Expert Advice

Most would agree that a car is a complex product, and an expensive purchase. With so many variables and details that need to be checked before buying, the need for an instant solution to support potential buyers is high. Fortunately, our LiveChat platform means you can be there to offer immediate information.

The prospect may want to enquire about particular car models, or they may be unsure of a part they need. No matter what the circumstance may be, live chat enables you to answer questions in real-time and provide expert automotive customer service online.

Lead Tracking

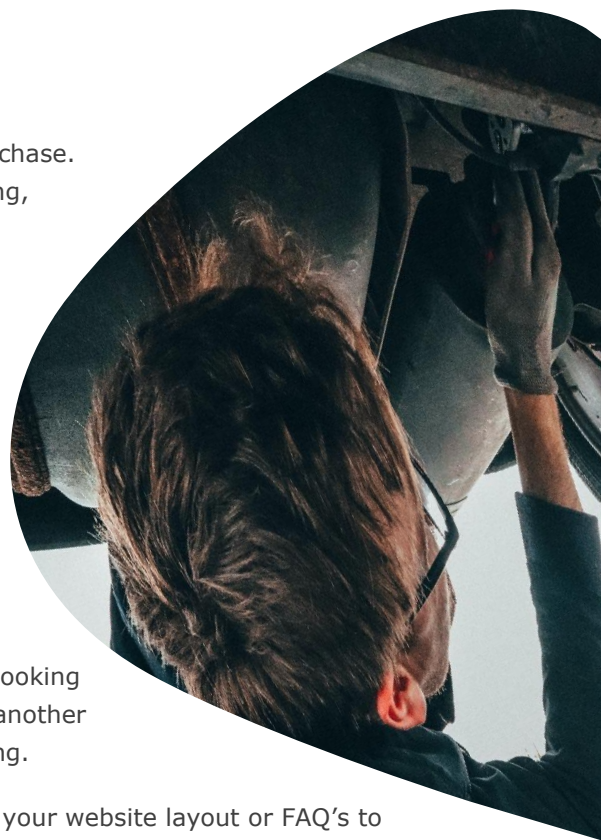
It's pretty much a given that customers will research vehicles online before they commit to buying. If they can't find the information they're looking for, you'll risk losing the deal as quickly as the customer can search for another dealership or brand. Live chat helps reduce the chances of that happening.

Using live chat reporting, you can analyze common enquiries and tweak your website layout or FAQ's to address these better.

Boost Sales

Our LiveChat system enables you to provide quick answers, quality service, a more personalised customer experience, and improved customer relations overall. All that makes a clear and positive contribution to potential sales for your dealership. Put another way, better conversations will lead to better conversions!

Also, important to note is the opportunity to upsell online, or use tactics such as targeted chat invites to nurture leads. One must also remember that the cost of generating a lead via Cellfind's LiveChat portal is exceptionally low compared to the revenue a new vehicle sale creates.



Route Customers

Oftentimes, a chat user doesn't necessarily need to speak to a salesperson. Some users may wish to speak to your finance team, or to a customer service rep, or your spare parts department. Live chat routing means you can steer those conversations in the right direction.

Using our custom pre-chat survey forms in your website widget, you can find out which department the user wants to contact. They'll then be seamlessly routed to the relevant employee instantly and automatically. Plus, if their need switches mid-chat, you can transfer to someone else at the click of a button.

Send Files

The business of selling cars also means a fair amount of paperwork. From manuals to brochures to contracts, there are many documents that form an essential part of the sales process. The easier it is to share those files back and forth, the easier it will be to conclude the sale.

Luckily, our system enables the exchange of documents from right within the chat window. There's no need to switch channel and launch a separate email, for example. You can continue the chat whilst sending and receiving the files you need.

Cellfind is a leading mobile communications company enabling YOU to easily and effectively communicate and engage with YOUR customers through multiple communication channels via one integrative provider.



Communication channels

- ✚ Messaging services: B2B
 - 📱 BULK SMS, USSD, LIVE CHAT, SHORT CODES for mobile messaging campaigns.
- ✚ Value added services: B2B
 - 📱 MOBILE PAYMENTS & PAYSLEIPS which are legally compliant.
 - 📱 LOCATION BASED SERVICES for the approximate location of users and/or incidents.
 - 📱 MOBILE IDENTITY for preventing SIM-swap fraud.
- ✚ Mobile applications: B2B2C
 - 📱 MIASSIST (digital panic-buttons, emergency services, service providers)
- ✚ Omnichannel communication: B2B
 - 📱 FLOWBUILDER enables you to communicate with your customers on their messaging channel of choice to create a unified customer experience throughout all your digital messaging campaigns.

THE CELLFIND VALUE PROPOSITION

Your leading mobile communications partner enabling you to:

- 📱 Communicate and engage with your customers quickly and efficiently, on their preferred device.
- 📱 Deliver your messages on time, every time, at the preferred time.
- 📱 Use the correct mobile partner in delivering your message.
- 📱 Easily leverage and customize our white labelled solutions and market them as your own, without the expense of development costs.
- 📱 Boost your business by adding our products to your digital messaging product lines – Hello resellers!

Cellfind draws on a strong base of technical skills and locally-owned intellectual property to create innovative mobile solutions to a wide range of industries including the Automotive Sector.

Reach out to us at sales@cellfind.co.za and let's chat about how we can be of service.