

What market sector strategies should a dealer be implementing to help future-proof their business?

Dealers are currently at a pivotal point in the way they interact with both automotive manufacturers and consumers. As competition in the automotive sector intensifies and the consumer increasingly wants to interact with dealers on their terms, it is vital that dealers learn to adapt to the changing shopping habits of these consumers.

DEALER-MANUFACTURER SYNERGY

Many consumers see the dealer as a continuation of the manufacturing brand and, as a result, are looking for a seamless continuation from the brand's website to the dealer's one. LivePerson Automotive works with many of the biggest dealers in the UK and they trust our ecosystem to provide their customers with a swift transition from the research stage on the manufacturer's website to organising a test drive and ultimately a purchase with the dealer. Great synchronisation between dealers and the manufacturers and the messaging solutions they use to assist the consumer on their purchasing journey will lead to greater CSI scores and higher numbers of returning customers.

CHANGING SHOPPING HABITS

Increasingly, the modern automotive consumer is highly informed, having conducted extensive research before they ever contact the dealer. This means once they reach the point at which they make that connection, they are already fairly advanced in the buying process. It is therefore vital that dealers are open and ready to assist the consumer whenever they want to make that purchasing decision. LivePerson Automotive has found that is increasingly after 8pm.



This means that a primary opportunity to interact with potential customers is taking place outside of normal working hours and subsequently is missed by many dealerships. This mismatch between customers and dealers is why LivePerson offers a comprehensive managed services solution.

Being available 24/7 is essential in the modern automotive sector as research shows that if consumers are not able to get a rapid and satisfactory response to their dealer-focused enquiry they simply move on to another retailer.

THE OWNERSHIP LIFE CYCLE

Traditionally, the main focus of the dealership was on converting potential leads into sales or assisting customers move from one PCP plan to another. With the LivePerson ecosystem, it is possible to have an ongoing relationship with the consumer at every stage of their ownership

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life cycle. This includes everything from initial enquiries, purchasing, finance options, servicing and part-exchange options when they wish to start the cycle again with a new car.

This continuous customer-led conversation not only helps the dealer to build customer loyalty and benefit from a revenue stream over the life of the vehicle, it also significantly improves the customer experience as they can have their issues and concerns resolved quickly and efficiently.

To learn more and start building your own conversational commerce plan, just reach out: Text **020 3095 7289** | caomarketing@liveperson.com | liveperson.com/solutions/automotive

