

# Transforming the way consumers connect with you

Conversational commerce is more than chat, and we can help you adapt

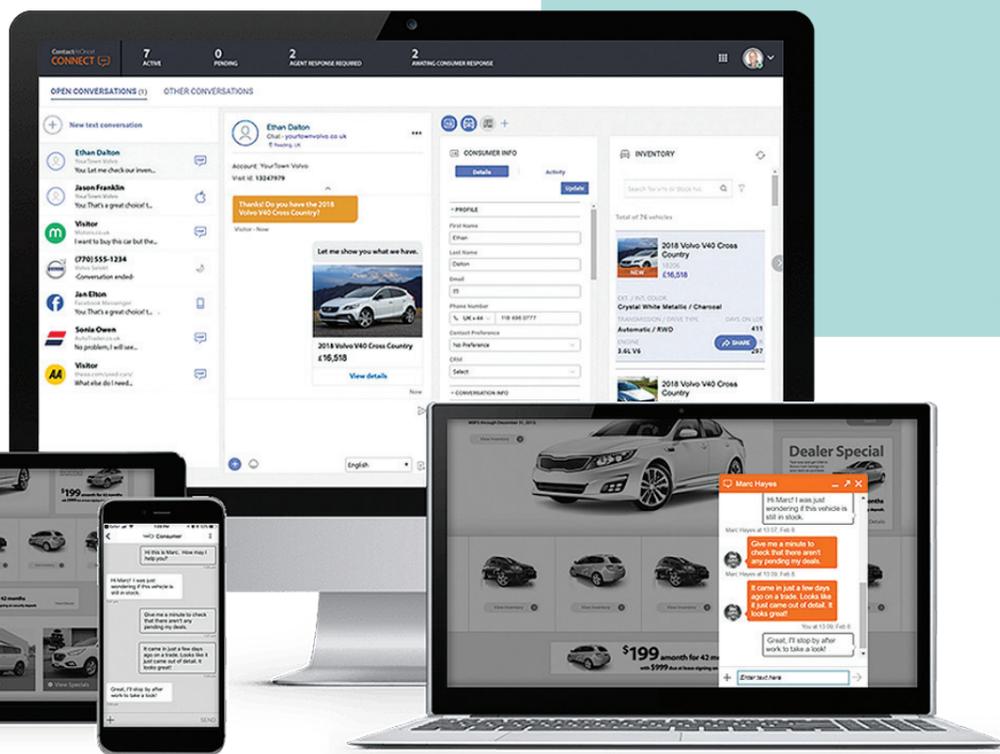
It doesn't really matter what consumers are doing – searching for a car, updating their bank account, researching travel – their preferred method of communication is conversational. People choose conversational channels (chat, SMS, Facebook Messenger) 70% of the time when they are given the option between calling or messaging a business, based on data from LivePerson.

Conversational commerce addresses these preferences. It enables consumers to talk with businesses on their own schedule, using natural language to get the answers they need and take the actions they want. The result can lead to more sales conversions and a 5-20% increase in customer satisfaction scores, as reported by LivePerson customers across all industries. Automotive studies indicate the same. Root & Associates, a market research company specialising in the automotive industry, found 50% of car shoppers said they would be more likely to choose a brand that offered guided shopping with messaging.

Consumers want greater assistance in discovering, buying, servicing, etc. We have seen car shoppers message dealers with a list of specific details they are looking for... simply because they didn't want to sort through the options on the website themselves. **They want to do it in a simple conversation.**

This guided approach is something we have been perfecting for years.

**Introducing LivePerson Automotive**  
LivePerson Automotive, formerly

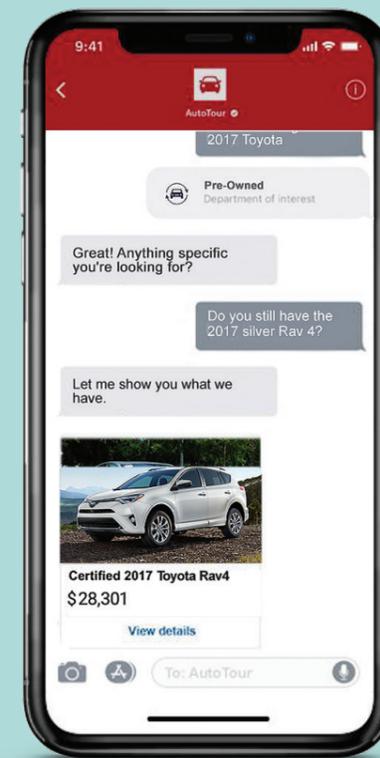
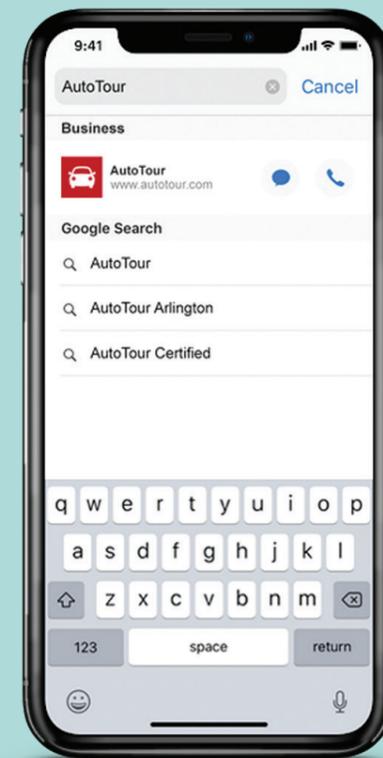
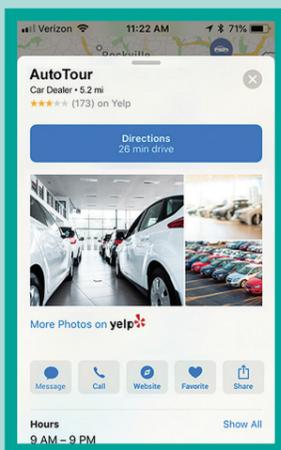


known as Contact At Once!, is the automotive division of the world's leading conversational commerce provider (LivePerson). While Contact At Once! introduced chat to this industry 13 years ago, our parent company, LivePerson, basically invented chat on websites in 1995. As messaging technology and trends evolved, we were in the labs with messaging companies such as Apple, Facebook and Google, helping to lead the charge.

More than half of all digital messages globally between consumers and brands across all industries are managed by

our platforms and professionals. We are bringing that strength, scale and know-how with a renewed focus on automotive. In fact, thousands of brands worldwide (including Volvo, JCT600, Robins & Day, Stoneacre Motor Group, Renault Retail Group, Hyundai Motors America, Kia Motors America, and 18,000+ retailers) already use our solutions to meet their consumers' conversational desires.

**Conversational commerce in practice**  
There are several ways manufacturers and dealers can join the conversation with LivePerson Automotive's help:



■ **Web & mobile messaging** Add chat and SMS text messaging options to your websites, so you can answer questions quickly and guide shoppers down the purchase or service path. This is key to the success of any online retailing options you offer. Root & Associates found that 74% of surveyed car buyers would be more likely to fill out online retailing forms if they had live assistance via messaging.

■ **DMS-integrated texting for servicing** Dealerships can message opted-in customers during and after a service visit, providing vehicle updates, extra work notifications (with imagery), mobile pay options and CSI follow-up. This approach can increase work approvals by 41% and CSI scores by more than three points.

■ **Networked adverts** Many digital automotive marketplaces allow you to add chat and text messaging to your listings on their sites (AutoTrader.co.uk, Motors.co.uk, AA Cars). This allows you to converse and guide choices as

**CONSUMERS WANT GREATER ASSISTANCE IN ... BUYING, SERVICING**

shoppers actively compare vehicles. We have seen this capability increase shopper engagement by 20% or more. ■ **Apple Business Chat** Last October, several dealerships (including Robins & Day locations) joined Apple Business Chat... using the LivePerson Automotive / Contact At Once! messaging platform to support it. Consumers start Business Chat conversations by tapping 'Message' icons beside participating retailers' iOS listings (which show when searched on Safari, Maps, Siri, Spotlight) or special buttons on their websites. In the first three months, more than 130 retailers held almost 7,500 Business Chat conversations with

consumers about their sales and service needs. (To register for Apple Business Chat, simply choose Contact At Once! as your customer service platform.)

■ **Facebook Messenger & Marketplace** Dealerships need to be available to consumers in social channels, too. With the growth of used car listings on Marketplace, dealers can double their interactions. Any questions come through Facebook Messenger, which can be integrated with LivePerson Automotive. Our integration enables you to not only publish inventory regularly to Marketplace (if your inventory is shared with us), but also handle those conversations through the same messaging platform as any other chat or text encounter.

**Aiding the automotive commerce evolution**

Being present in so many locations raises the question: How can you respond to all those shoppers in the moment? LivePerson Automotive consolidates powerful technologies to make these interactions more automated, yet still personal.

■ **Integrated platform tools** Along with real-time translation and web and mobile apps to make answering easier, we built our platform to allow any automotive vendor to easily integrate within it. Upcoming inventory, valuation and finance tools to use in the conversation window will also help you to help shoppers take further steps.

■ **Live advisors** We provide a team of messaging experts who can respond to shoppers on your behalf in all these places when your team isn't available. (Their lead generation rate was 70% in 2018.)

■ **Automation & bots** To help companies scale conversational commerce, LivePerson Automotive can use AI to assist human agents in answering. Whether the bot handles the initial question (and seamlessly passes it to your team as needed) or works behind the scenes to surface answers to agents, we can deliver the experience that works best for your brand.

Are you ready to talk with your customers, not at them? LivePerson Automotive can help develop your conversational commerce strategy, from choosing the right implementation to creating consistent experiences across a variety of consumer touchpoints.

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

