

# What is Live Person Automotive?

**LivePerson Automotive – formerly known as Contact At Once – enables and empowers strong relationships between dealers and consumers... on their terms**

**Q What does Live Person Automotive (LPA) do?**

**A** LivePerson Automotive (LPA), a LivePerson company, helps to create satisfying connections and build relationships between consumers and dealers by making it easier for consumers to ask questions and get information in the micro-moments when they shop — whether on a manufacturer or dealer website, via online advertising, on social media or elsewhere.

Through our powerful messaging solution, we help dealers to win customers throughout the car-buying process, keep those customers loyal during the ownership journey and earn the right to sell them their next new vehicle. LPA powers messaging on thousands of dealer websites, many manufacturer sites, and ensures that when a consumer wants to message dealers on Apple, Facebook, Google AdWords or sites such as Auto Trader UK, they can.

In fact, we were the first company to offer Apple Business Chat (ABC) to car dealers. ABC offers a new way for automotive companies to interact with millions of iOS users through messaging. With ABC, consumers will be able to see (and tap) a message icon beside your listings across iOS key dealer discovery points, such as Safari, Maps, Siri and Spotlight. Shoppers can then gather information, schedule appointments and more, with brand app customisations, all within the native Messages app.

**Q Why do we offer more than 'live chat' and why does it matter?**

**A** Some 29 years ago, Robert P. LoCascio, our founder and chief executive, invented web-based live chat and forever changed the way consumers interact with brands. Moving forward to 2019, things have once again evolved and moved beyond just chat. Today, brands have to engage with consumers whenever and wherever they are. Consumers want answers immediately — they are used to having content available

24/7 at their fingertips, which drives the need for dealerships to have real-time messaging around the clock. Mobile-based chat gives the consumer the ability to pick up and put down a conversation with a brand at any point in time, whenever it suits them.

What makes mobile-based messaging so convenient for the consumer and so powerful for the brand is the ability to take the conversation across multiple platforms. Live Person Automotive is able to support customers across multiple platforms, including: Facebook Messenger; Apple Business Chat; SMS; Google My Business and WhatsApp. If that was not enough, with our managed services (powered by Moneypenny), we are able to support brands by allowing them to offer a truly always-open service to their customers.

**Q What makes LPA unique?**

**A** In a word... ecosystem. We are able to offer a unique interconnected ecosystem that can tie in with every brand, from manufacturers to independent dealers. LivePerson Automotive is the only brand in the industry that connects consumers to the

dealers from sales to service through not only messaging on their sites, but also provides our customers with valuable leads.

Our ability to provide our customers with valuable leads from industry-leading platforms such as Auto Trader, AA Motors and Motors.co.uk is what makes our messaging solution so appealing. In fact, such is the power of the LPA ecosystem, we often find that our new customers are almost overwhelmed with the number of new leads we are able to provide them from the very moment that they sign up with us.

**Q So is the LPA solution just for manufacturers and large dealer groups?**

**A** Not at all — we are for everyone from the largest manufacturers to the single-rooftop independent dealer. Our messaging solution is a highly adaptable and very affordable option that can be fully integrated into existing in-house systems. In addition, our managed services help to level the playing field for independent dealers. We help dealers to stay connected with their customers even when the physical dealership is closed for the night.

Our research has shown that customers are extremely active in the evening and in particular from 8pm till midnight. If you are not available when the customer is conducting their research, you are probably missing out on vital leads and, ultimately, sales. If there are three things that every dealer needs to know about the modern consumer it is that consumers are well informed, connected and often have another vehicle lined up. If you miss them, they are not coming back.

**Q What can you expect from LPA?**

**A** Live Person Automotive is an exciting place to be, we are never sitting still or looking backwards. We are constantly seeking new ways in which we can improve and enhance the way our customers interact with their customers

## COMPANY PROFILE

**Key products:** Complete messaging solution for consumer-led conversations

**Key staff:** Thom Coupar-Evans, sales director UK

**Based:** London and Reading

**Visit:** [www.liveperson.com/solutions/automotive/](http://www.liveperson.com/solutions/automotive/)

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and build stronger, longer-lasting relationships.

Two exciting things that we are looking forward to introducing to the LPA ecosystem are WhatsApp and Google Rich Communication Services (RCS).

WhatsApp is the global communication app of choice, with more than 1.5 billion users worldwide — a number growing all the time. The platform's ability to offer rich and secure text-based communications

means it is a favourite among an ever growing number of tech-savvy consumers — this is why we will be introducing WhatsApp to the LPA ecosystem in 2019.

Google RCS really will change the digital landscape and revolutionise the way customers interact with brands. Consumers will be able to contact dealers with the same level of simplicity as they currently enjoy with SMS, but with the added advantage of it being a real-time rich media experience.