

No car was ever sold or serviced without a conversation...

... **A**nd today's car shoppers and owners prefer to message over any other form of communication.

LivePerson Automotive powers messaging for 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.

LivePerson Automotive powers messaging on thousands of dealer websites, many manufacturer sites, and ensures that when a consumer wants to message with dealers on Apple, Facebook, Google AdWords or sites like Auto Trader UK, they can.

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

Since launching in the UK, dealers have been able to sell more cars a week. In fact, Stoneacre sold a car within 24 hours of going live on Apple Business Chat and three within the first week.

Higher show rates, larger R.O. sizes and improved CSI with service texting

Soon, dealers in the UK will be able to automatically remind car owners of service appointments, and communicate



Win the
Conversational
Commerce
Shift in
Automotive

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to them throughout the servicing of their vehicle. Our service-based product has been a proven tool for increasing work approvals by 41%, as well as delighting both dealers and car owners with the ease of communication offered from text. Both dealers and



Now
supporting
Apple
Business Chat.

Discover how automotive
companies can get involved.

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car owners can send pictures and videos to improve communication, and dealers can automatically offer mobile pay to check-out. No downloads, updates, time-outs, or logging in/out. All conversations are date-stamped, stored and easily retrieved.

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

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