

VoiceBox Sales is delivering for Rybrook

Integration and improved customer communications were key for Rybrook, one of the largest privately-owned car dealer groups in the UK, when it selected Marketing Delivery as its digital marketing partner.

Integrations with DMS providers Keyloop, Rybrook's 'source of truth', manufacturer prospecting systems and a host of CRM databases means deploying Marketing Delivery's VoiceBox Sales provides a single view of the customer from enquiry through the sales process and once the car has been driven off the forecourt.

Sophie Heptonstall, Rybrook group marketing manager, said: "We wanted to improve our communications with customers and prospects at different points in their journeys and give sales managers better visibility of where each individual customer was on that journey."

"We were looking for a slick system. While integration has come a long way, integration throughout all our systems had not been achieved. With Marketing Delivery, we could have a seamless customer journey."

Following a trial of VoiceBox Sales, the solution was rolled out across all Rybrook's Volvo sites last spring before it was extended to 18 of the group's showrooms, including Jaguar Land Rover, Mini and BMW, with its specialist Birmingham and Bristol sites to follow shortly.

Since implementing Marketing Delivery's automated and intuitive communications solution, Rybrook Group has increased its sale conversions by 3.6% and email campaigns have seen an average open rate of 68%, 17% of recipients click-through and just 2% bounce rate.

VoiceBox Sales triggers an extensively tested and highly productive communications process

as soon as an enquiry is received. Crucially, VoiceBox Sales is two-way, enabling customers to respond and, even more importantly, that communication is received by the team, including the sales manager, ensuring a prompt response.

Heptonstall said: "We have two-day and five-day sale alerts so it captures different types of people such as if they're a warm rather than a hot prospect."

The five-day 'lost sale' email provides valuable feedback such as if an individual's circumstances have changed, they are still in-market or if a car was bought elsewhere.

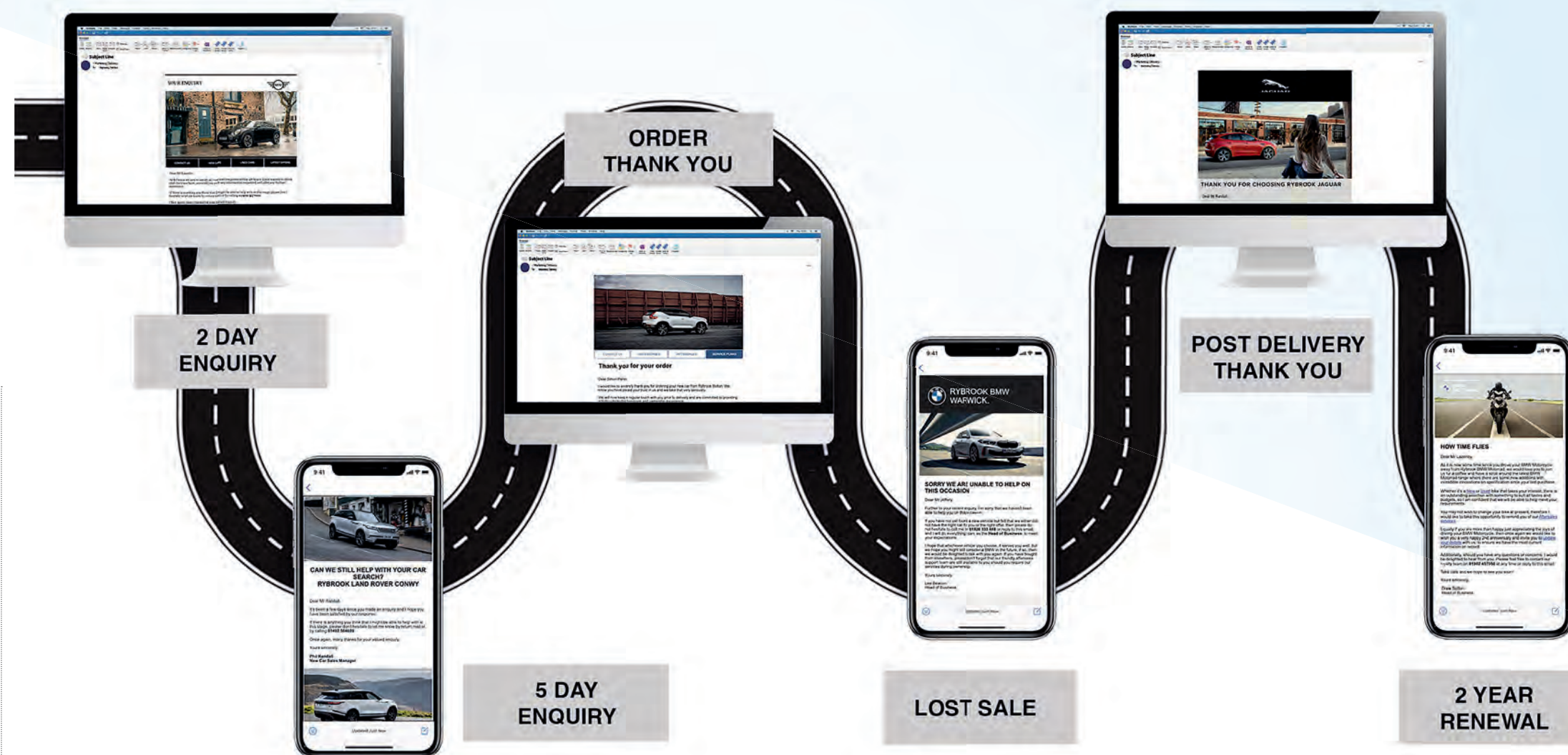
She added: "We get that feedback in our system so we can evaluate how we handle enquiries, how we compare with competitors and where those sales are going to."

"The customers are very honest with their feedback, it could be the finance deal, the car itself or the part-exchange evaluation. It gives our sales managers the opportunity to make a decision. It's giving us more opportunities."

Rybrook has also incorporated used car alerts which automatically emails a person who has previously enquired when similar vehicles arrive in stock often resulting in additional conversations for those still looking to purchase.

"It allows us to see which prospects are still looking on our website and what cars they are clicking on so it gives us an idea if they are still warm. We can prioritise them to the sales team," Heptonstall said.

"We have noticed over the past few years that we are receiving more enquiries, but consumers are shopping around more. The level of enquiries is really high but we are then having to filter those enquiries and dealing with them is a bigger job for the sales teams."



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SOPHIE HEPTONSTALL

An automated communications system with detailed feedback contained in a simple dashboard screen enables the sales team to focus on those who are further along the purchase journey.

In addition, the system is enabling data to be cleansed as an email is captured. So, if there is a typo, for example, or there is another reason an email bounces, the CRM team is able to respond immediately, contact the customer to update the system.

Heptonstall said: "Our sales managers love the system and the information it provides. They have all said they definitely get incremental sales off the back of it because it's either been missed or it is something they can address."

"The sales teams like the fact that it drills down into more details so we know if someone is still looking and is still warm, it gives them a bit of a prompt."

VoiceBox Sales has evolved from Marketing Delivery's 'Smartmail' email and SMS scheduling platform.

As contact plans became more comprehensive and social media became an integral part of digital marketing in automotive, Smartmail proved to be too restricting which led to the development of the more flexible VoiceBox solution.

Having been developed during the pandemic to respond in part to closed showrooms and an increased demand for digital tools, first clients went live in mid-2021. Currently, 70% of Marketing Delivery clients are active on VoiceBox Sales and it is hoped by the end of Q1, all users will be live on the system while all new clients are automatically onboarded onto VoiceBox for sales, aftersales and social media.

VoiceBox Sales links with existing DMS data to deliver personal and mobile optimised communications via SMS or email in line with the customer's

chosen preferences, ensuring GDPR compliance. As well as nurturing warm leads, VoiceBox can help to re-engage those leads that may be deemed as 'lost' by sales staff as well as incorporating Stock Alerts.

The VoiceBox Sales eCRM messages have an average open rate of 60% and a response rate of up to 15%.

By working closely with dealers before implementation to ensure data accuracy, Marketing Delivery delivers a very low average bounce rate of just 2%.

Marketing Delivery managing director Jeremy Evans said: "Our in-house development team has worked in partnership with dealerships to create a product that has the core functionality they are looking for, as well as the flexibility to suit businesses large and small. VoiceBox enables dealerships to communicate with

customers, on relevant topics via SMS, email and social media, all in a highly targeted and timely way.

"The unique selling point of VoiceBox is that the messaging is not restricted, we can customise it to meet any marketing campaign or stage of the buyer's journey."

With customers demanding 'joined-up' communications that reflect their contact preferences and their stage in the purchase or ownership journey, VoiceBox Sales performs particularly well when working in parallel with other Marketing Delivery services such as its Lead Management System LeadBox and VoiceBox Aftersales.



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