

SUPPLIER SPOTLIGHT

In association with



TOTAL CHATBOTS®

Trusted apps are the way to engage with customers

To forge ahead in customer communications and engagement, automotive retailers need to harness the power of the digital tools consumers love, such as WhatsApp and Facebook Messenger, as well as live chat by utilising automation.

Total Chatbots, launched in 2018 by founders and automotive veterans managing director Wes Beard and director Stephen Upton, allows dealers to manage live chat and multi-channel messaging, especially WhatsApp – the biggest messaging channel in the world, from one platform.

With much of the conversations automated, staff time is freed up with leads managed and qualified 24/7.

In particular, its WhatsApp API solution ensures conversations are secure, well managed and audited via a central dashboard, providing managerial oversight and GDPR compliance.

The system also supports the distribution of marketing messages via WhatsApp in a similar way to SMS and, uniquely, can incorporate embedded video as part of a seamless chat.

Upton, former head of marketing for a large franchised dealer group who also runs his own marketing agency with a major focus on automotive, said: “We are a

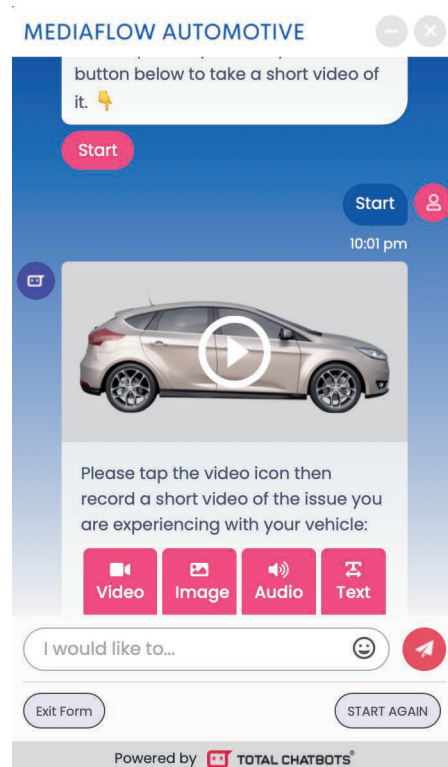
conversational marketing business. It’s the next step for customer engagement and dealers without a solution like this are missing out on enquiries. Customers will just go somewhere they can chat how they want to.”

A new level

The combination of automation and live chat with the capability of embedding video places Total Chatbots in a different category to traditional live chat. Live chat providers typically operate in a single-channel, web-based environment, often capturing basic information from consumers which relies on a dealership employee to follow-up by email or telephone.

Upton and Beard have come across a host of risky practices including a dealership where the manager bought a ‘WhatsApp phone’ which was kept under the service desk and created a mass rush to grab the lead whenever it pinged and a dealer who collected executives’ phones at the end of the day to check WhatsApp and other messenger conversations.

Beard’s background is with manufacturers including Groupe PSA (now Stellantis) and Honda UK before working for Close Brothers Motor Finance. He said: “We believe we are the only providers in the industry enabling



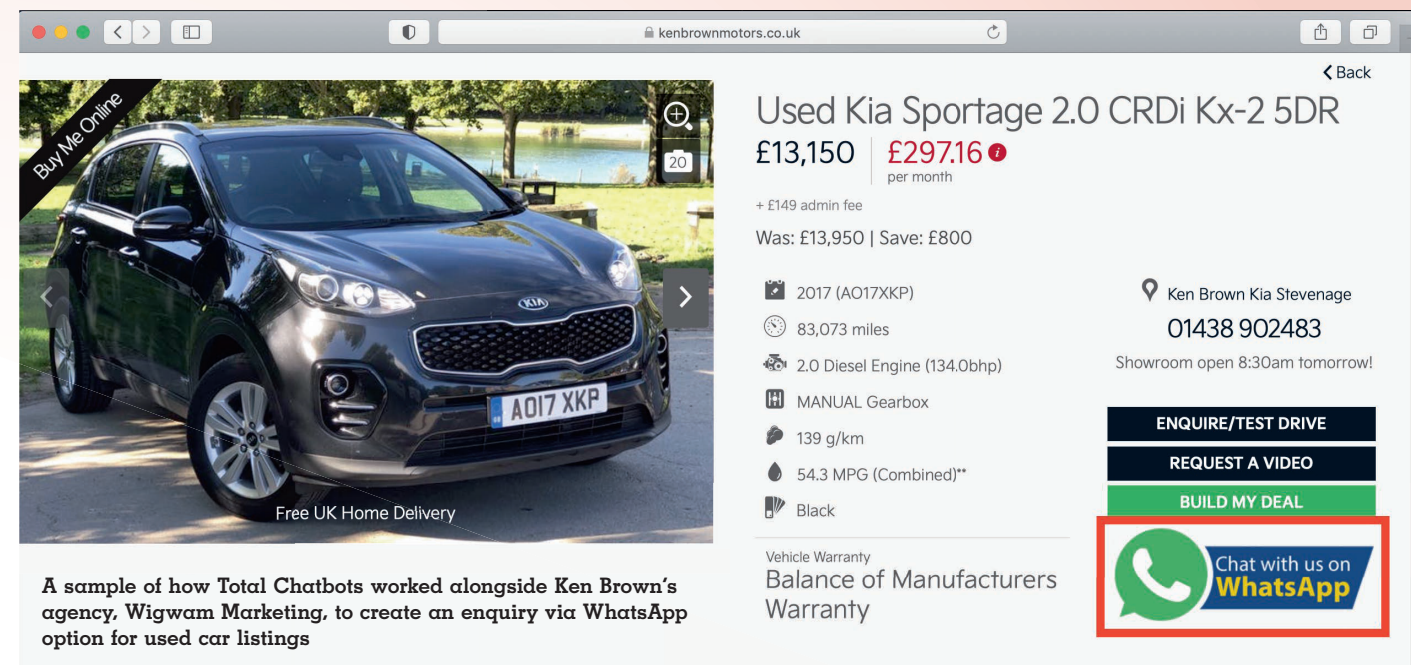
MediaFlow is unique in the chat space

dealers to utilise WhatsApp effectively in the business.”

Total Chatbots’ WhatsApp API provides every staff member with their own secure log-in and password. WhatsApp chats are managed through its secure system and can be viewed through the dashboard and, should someone leave the company, their account is deactivated.

Total Chatbots also has its own mobile app which allows WhatsApp, Messenger, Web and Instagram, which will be coming in April, to be accessed through any device.

Beard added: “Typically, as a web visitor using live chat, you have a quick conversation, someone grabs your details and the live chat finishes. Once that happens, there’s a break point in the process because someone has to try to reach out by email which can go to spam or phone call which may not get picked up. With WhatsApp there is no break in communication. The



A sample of how Total Chatbots worked alongside Ken Brown’s agency, Wigwam Marketing, to create an enquiry via WhatsApp option for used car listings

chat continues in that channel, creating a much more seamless process.”

The system can be configured according to dealer requirements switching between bot and operator, assigning leads to individuals or by department. With its open API, it can integrate with other third-party CRM systems, pushing through information without action from an employee.

Higher conversion rates

Conversion rates with customers engaging in WhatsApp conversation is much higher as the customer is kept in the sales process much more effectively.

Overall, the WhatsApp conversion rate is 47% compared with live chat at around 15-20%. Data from one of Total Chatbots’ clients in January, showed 25% of all leads came from WhatsApp.

Particularly effective, is adding a WhatsApp button on each used vehicle listing, requiring just one line of simple code, allowing the customer to instantly initiate a WhatsApp conversation. This can be further enhanced by connecting the WhatsApp number to advanced call tracking systems such as Wildjar to help optimise insight and conversions.

Dealers utilising Total Chatbots include Ken Brown Motor Group, representing Kia and Hyundai in the south-east, and northern Mini and BMW business Bowker Motor Group as well as smaller businesses such as Brown Brothers where automation allows them to successfully manage a higher number of enquiries.

In Q3 2020, during the first lockdown, the bot generated 79 sales leads for Ken Brown

THE CHAT CONTINUES IN THAT CHANNEL, CREATING A MUCH MORE SEAMLESS PROCESS – WES BEARD

without any human intervention, even qualifying leads by capturing part-exchange and monthly budget details. The bot is averaging 400 chats a month equating to 66 hours of time saved.

Videos

Total Chatbots’ newly launched video feature, Mediaflow, is unique, not just in automotive, but across the entire chat industry. The technology allows the dealer to incorporate video throughout the customer’s online chat journey.

Customers can also respond to different enquiry types via video from their side, removing the logistical issues associated with live video.

Videos inserted into the chat journey from the dealer side can be wide-ranging, including dealer principal welcome and/or promotion of upcoming events and offers to increase trust and engagement between the consumer and the dealer. From the customer side, part-exchange videos can be submitted or reporting of vehicle faults for service, to increase insights and efficiency of each department. More broadly, the technology

can be used to create automated video interviews for recruitment or customer testimonials.

Upton said: “There are very few dealers incorporating video into messaging on this kind of scale. This is a game changer.”

Total Chatbots incorporates a number of ‘growth’ tools such as the ability to provide QR codes which a consumer can scan leading them to a lead generation form or allowing them to ‘comment to bot’. The dealer can automatically reply to customers from their Facebook page immediately after a customer comments on one of their posts.

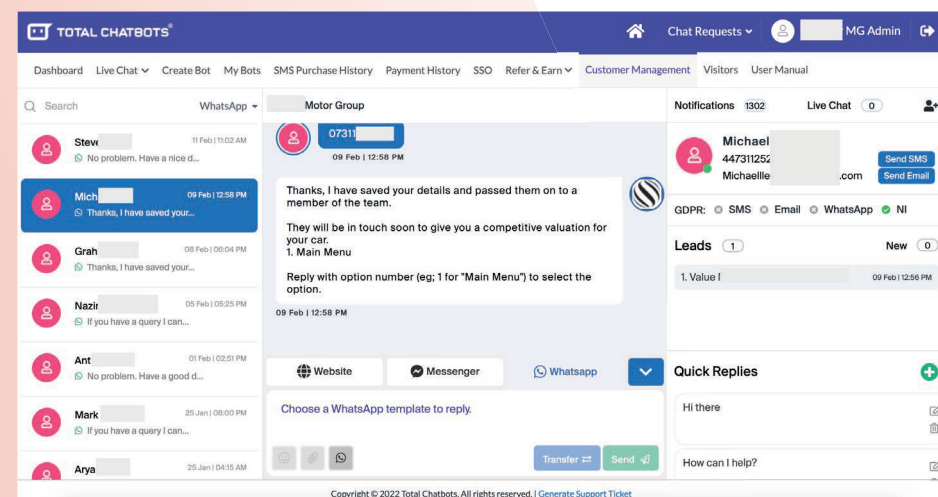
The WhatsApp API also undertakes WhatsApp broadcasting, sending a promotion to the dealer database in a similar way to an SMS campaign. Such broadcasts can be combined with automation or go straight into live chat to start a conversation.

Upton said: “Email marketing still has a place, but proactive marketing has been superseded by message broadcasting.”

WhatsApp open rates for Total Chatbots’ broadcast messages sat at 97%, in line with general open rates for WhatsApp across most other industries.

The advantage over SMS is its automation platform which allows a customer to interact with the message, increasing engagement. The dealer also can follow up all responded messages within 24 hours of the customer’s interaction, with those responses also generating open rates of more than 70%.

Total Chatbots works across different sectors, but, as Beard said: “It’s one of those things everyone says, you never really leave the automotive industry, it’s the one we want to grow most and become the leaders in the chat space.”



Total Chatbots’ intuitive Customer Management dashboard allows conversations to be managed easily in one place

Email: hello@totalchatbots.com Phone: 0141 536 0321 Web: www.carli.totalchatbots.com