



ENHANCING
CUSTOMER EXPERIENCE
AUTO DEALERS



There was a time when auto dealerships could win customers by having the best inventory, aggressive discounts, the flashiest billboards, and huge inflatable balloons.

Thanks to digital channels – websites, mobile apps, and social media – the market has changed, and so has the consumer.

Today, the top dealerships are the ones that focus on delivering exceptional customer experiences, from the first interaction, to the after-sales service.

UNIVERGE BLUE ENGAGE Contact Center helps auto dealerships do everything from prioritizing sales activities, to fielding inquiries via multiple channels, engaging with customers via effective outreach, improving the buying process, conducting surveys, and making data-driven decisions that can accelerate revenues.

AUTO DEALERS CHALLENGES:

- › “Sales sells once, service sells the rest” – customer retention crucial; service desk is the profit center over time
- › Busy inbound sales and service lines, often with high-value calls that must be routed to the optimal representative
- › Need to make effective outbound sales dials, without tying up top salespeople
- › Often perceived as a reactive, after-the-fact business
- › Many requests for various Parts – lookups can be time-consuming and prone to error
- › Properly attributing repeat business to different departments
- › Integration with key software suites such as DealerSocket, CDK, VAuto, DealerTrack, etc.
- › Integrate field teams on the road

UNIVERGE BLUE® ENGAGE

ENHANCING CUSTOMER EXPERIENCE



UNIVERGE BLUE ENGAGE CONTACT CENTER OFFERS:

- › Get proactive with outbound messaging – send service reminders, education, and recall/safety notifications, all at scale and tracked
- › Queueing technology for no busy signals, skillsbased routing, plus in-queue music and voice playback (e.g. current service specials)
- › Call scripting for Contact Center agents plus extensive reporting capabilities
- › Gauge customer service satisfaction via surveys; send out specials, incentives, and customer appreciation programs
- › Deploy IVRs that allow customers to self-serve, and look up part numbers/stock against a web database
- › Customer Info feature that shows the interaction touchpoints, the disposition of each, and the frequency over time
- › Integrate Contact Center via API and/or connector framework
- › Agents can easily perform transfers, with context, to mobile staff such as parts delivery vehicles

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