



LIVE CHAT EFFECTIVENESS for



Auto Dealerships

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The latest tactic that automobile dealerships are using to enhance sales and pull repeat clients is an up close and personal process of communicating via the dealerships site called chat. It may look like something from a science fiction film, but live chat is a fact and its making inroads to the automotive sales industry. By using the live chat applications, dealerships have the ability to generate heavier prospects, qualify customers and determine what the clients needs are before they see them in the dealership. While proven methods of lead generation are viable, its the idea of prospects that are really prepared to make a buy when they come in the dealership which has sales management groups chomping at the bit of having a system similar to this built in their website.

The excitement that's being produced by live chat applications is proving to be well deserved. Auto dealerships have known for several years now that a website was a necessary part of their marketing plan. Offering customers the capacity to browse stock on-line, look at upcoming sales events and also buy vehicles has led to leads and bottom line growth. Nevertheless, just having a website has stopped being enough. Many customers need interactivity and immediate reaction to questions. They've questions concerning the specific values of vehicles, what extras can be accessible and they generally need the information instantly. With a live person available to aid a client any time of night or day, the dealership stands more of a chance to close the deal.

The concierge approach to client interaction also gives a sales person the capability to, in essence, look over the clients shoulder while they shop, give

advice when required and answer any important questions the consumer can have about a certain vehicle. Further advantages of having live chat accessible for a client are that it pulls clients in and turns them in repeat visitors. This creates an environment where a client is more prone to come in the dealership and make a buy. Due to the added touch which live chat software supplies, clients are a lot a lot a lot more willing to do repeat business with a dealership.

A latest survey of live chat clients showed they were a whole lot more willing to not just return to the website, but really make a purchase based on the info which was supplied by the sales associate. They also perceived that they received better service than if they'd called or clicked to call the associate. These same clients felt that due to the live chat discussions, the sales clerk behind the screen had really gone further to assist them to their questions than they'd had they had entered and visited in person. Live chat is clearly becoming a vital tool for auto dealerships to utilize in communicating with their clients and truly garnering purchases from those customers.

The major issue in implementing live chat on an auto dealership website is of course lack of resources specifically people to man the tool. That is where HelpSquad [24-7 staffed live chat for auto dealerships](#) shines.



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