

# The benefits of becoming a conversational dealership\_



**DID YOU KNOW?**  
68% of consumers prefer to talk to businesses through messaging.

The wait is over. WhatsApp is now open for business-to-consumer messaging. Dealerships and brands that communicate with car shoppers and owners via their favourite messaging apps can look forward to:

- More leads from mobile website visitors.
- Fewer phone calls to the service department.
- Increased loyalty when customers add you as a “friend”.

**WEB10N1\_**

# EVER SOLD A CAR WITHOUT A CONVERSATION?

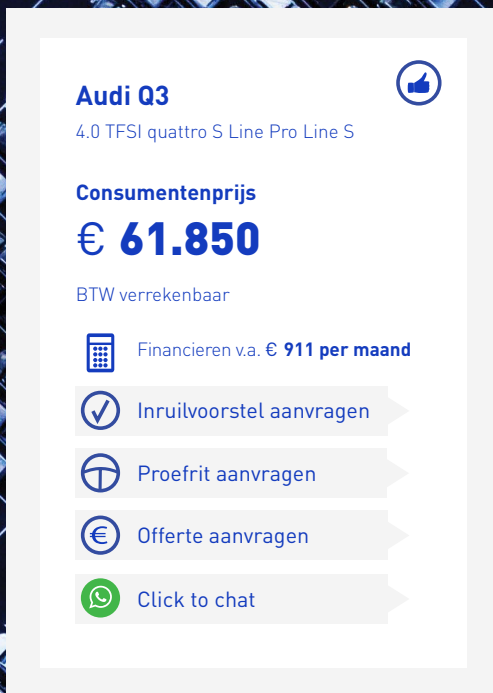
Conversations are key to selling. And today's consumers prefer messaging over voice and email. Use WhatsApp to talk to car shoppers and watch your call rates drop and your conversion rates rise.


## CHALLENGE

Low conversion rates among mobile users

## MESSAGING SOLUTION

60% of visitors to your website are using a mobile phone. What if they're interested in one of your products or services? Ever tried to fill out a web form on your phone?








**Audi Q3** 

4.0 TFSI quattro S Line Pro Line S

**Consumentenprijs**  
**€ 61.850**

BTW verrekenbaar

-  Financieren v.a. € 911 per maand
-  Inruilvoorstel aanvragen
-  Proefrit aanvragen
-  Offerte aanvragen
-  Click to chat

When you add a WhatsApp button to every vehicle detail page, you give mobile shoppers the easiest way to contact you. So will your lead numbers.

## BENEFITS

- Increased mobile conversion rates
- Real-time follow-up

**WEB10N1\_**

# EVER SERVICED A CAR WITHOUT A CONVERSATION?

As a dealership, you always want to speed up repair turnaround times and grow service revenue. Web1on1's WhatsApp solution can help you achieve these goals. It makes customer interactions smooth, fast and easy at every stage – from appointment reminders and in-service communication to mobile payment and follow-up.

## CHALLENGE

Repair approval

## MESSAGING SOLUTION

When a driver brings in their car for servicing, ask if they'd like to be notified via WhatsApp when their car is ready for pickup. We think they'll say yes. Your next conversation might go something like in the example.

Hi, you said to message you, my number plate is XX-123-YY

So what did you find?

Good afternoon, this is Niels at Dealer X. Welcome to our WhatsApp. I will keep you posted.

Cool :)

During your Skoda Fabia's summer check-up, the garage noticed a musty smell in your air con. We can do a cleaning treatment using a special odour-removing foam at a cost of €70. Also, the travel limiters on your rear shock absorbers are broken. We advise replacement. The cost would be €250. Finally, as agreed, we've replaced your windscreen wipers and dipped headlight.

Yes please!

OK, thank you, we'll take care of that for you this afternoon.

Thanks :-)

## BENEFITS

- Speed up repair approval and send status updates
- Send and receive videos and pictures
- Notify the customer when their vehicle is ready



**READY TO  
GET STARTED?**  
Ask your Web1on1  
agent to help you  
activate  
WhatsApp.

### **MULTIPLE CHANNELS, ONE SOFTWARE SOLUTION**

Boost your Automotive Messaging Platform<sup>®</sup> by adding WhatsApp now.  
So your team (and Web1on1 agents) can respond to customers and leads around the clock.

### **PRICING**

WhatsApp channel activation costs €100 a month for each phone number.  
A setup fee of €250 applies.

### **GDPR**

Web1on1's WhatsApp solution is GDPR-compliant.