

A close-up photograph of a car's rear end, focusing on the red taillight and the clear headlight. The taillight has a textured, grid-like pattern. The headlight is on the right, showing horizontal ridges. The car's body is white. A speech bubble with the word 'Smilee' is positioned above the year '2020'.

Smilee

2020

Live-chat & bots for car sales

SUCCESSING IN TIMES OF COVID-19 - AND AFTER

A close-up photograph of a car's taillight assembly. The image is split horizontally by a gradient overlay that transitions from yellow at the top to red at the bottom. The taillight lens is visible on the right, showing a complex internal structure with multiple lenses and reflectors. The background is a plain, light-colored surface.

Smilee

Better Online Results

**COVID-19 is transforming consumer lives - we have covered
a "decade in days" in adoption of digital.
Future is NOW -Players should prepare.**

McKinsey & Company

How COVID-19 is changing consumer behavior –now and forever

Emerging trends

McKinsey & Company

How consumers' behavior in car buying and mobility is changing amid COVID-19



Shift from airplane and train to **private vehicle** for intercity travelling clearly visible

A third of consumers value constant access to a **private vehicle** more than before COVID-19, esp. amongst younger and female consumers.



Digital becomes more important along the entire purchase funnel - **over two thirds of younger consumers prefer conducting car sales & aftersales online.**

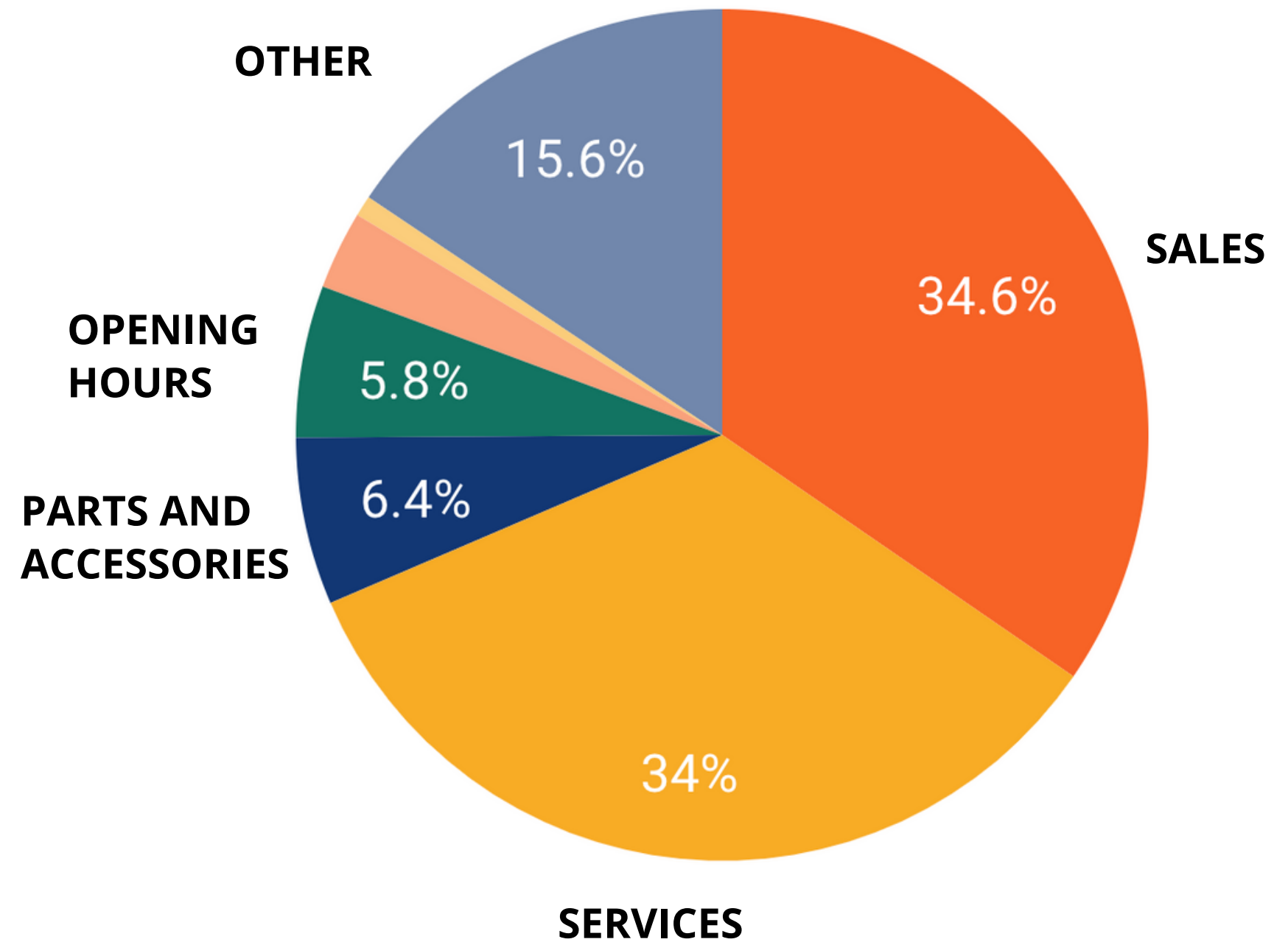
Car purchase intent recovering and mobility steadily picking up after lockdowns.

What does the chat data reveal?

Our 14 largest car retailer customers, over 25 000 chat data records handled by **our expert customer service team** provide us with detailed insight over **the chat as a touchpoint in the digital buyer journey**. Read on!

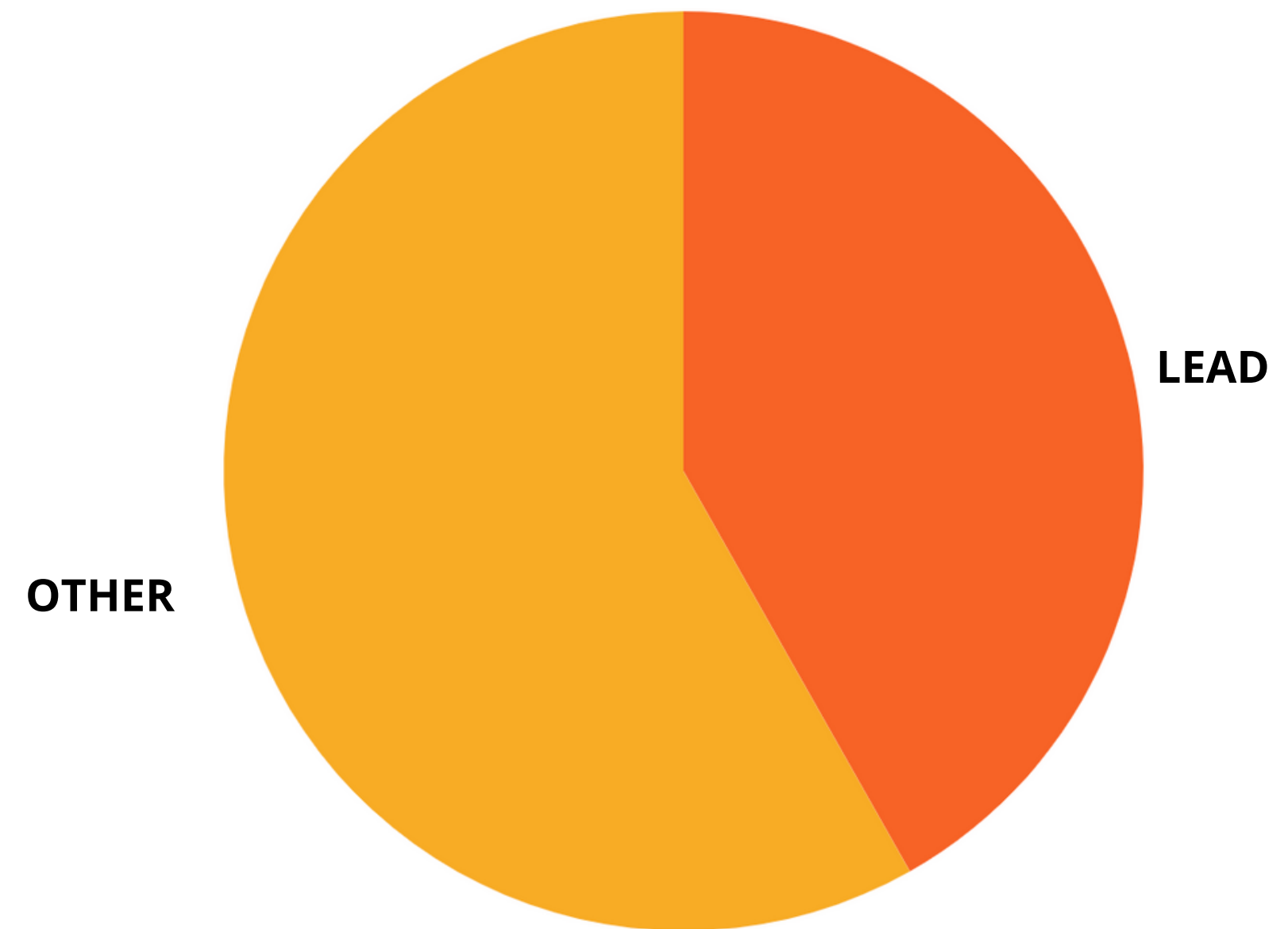
Why do people initiate chats on a website? Sales and services related inquiries cover over two-thirds of chat requests - customers are not shying the sales transactions! Opening hours and requests about parts and accessories consist of 12% of chats.

Our customer service team tags all our chat transactions manually, this data shows the distribution of intention of initial openings.



The result of a chat is a car sales or service lead in 42% of all cases. Unspecified contact requests are 12% of other chats - and these often convert to leads, too. The importance of the chat as a **customer data source** is **constantly growing**.

Our customer service team tags the result of the chat as well.





Smilee

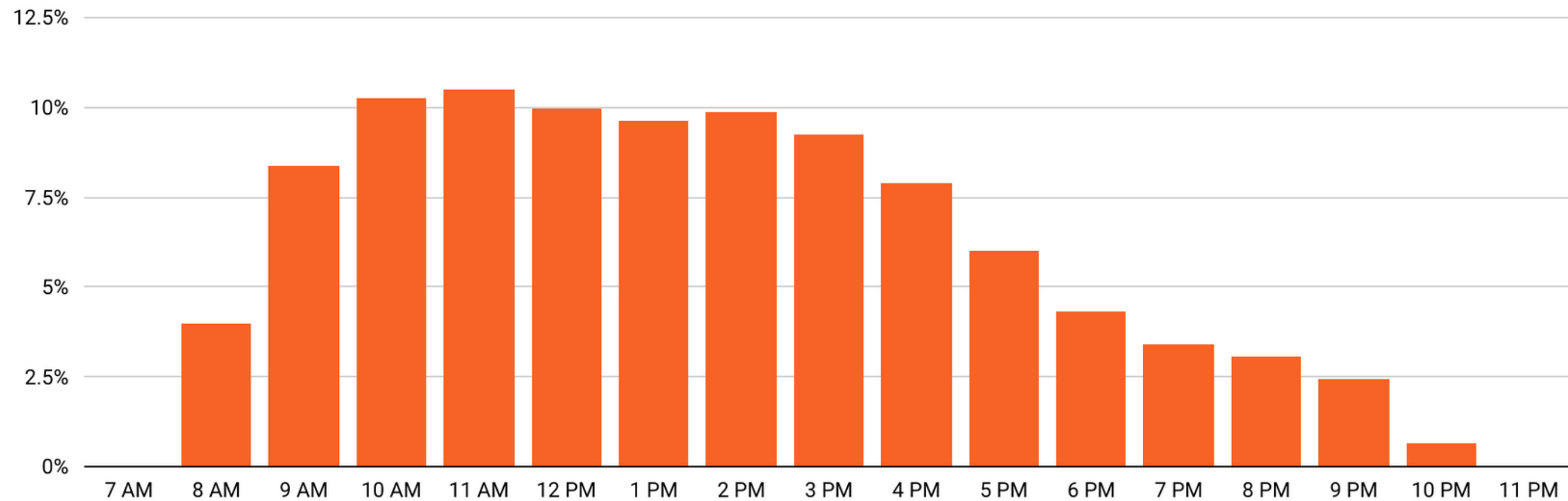
Utilize evening hours

EXTENDED SERVICE HOURS PAY WELL IN LEADS

Photo: Tim Gouw, Pexels

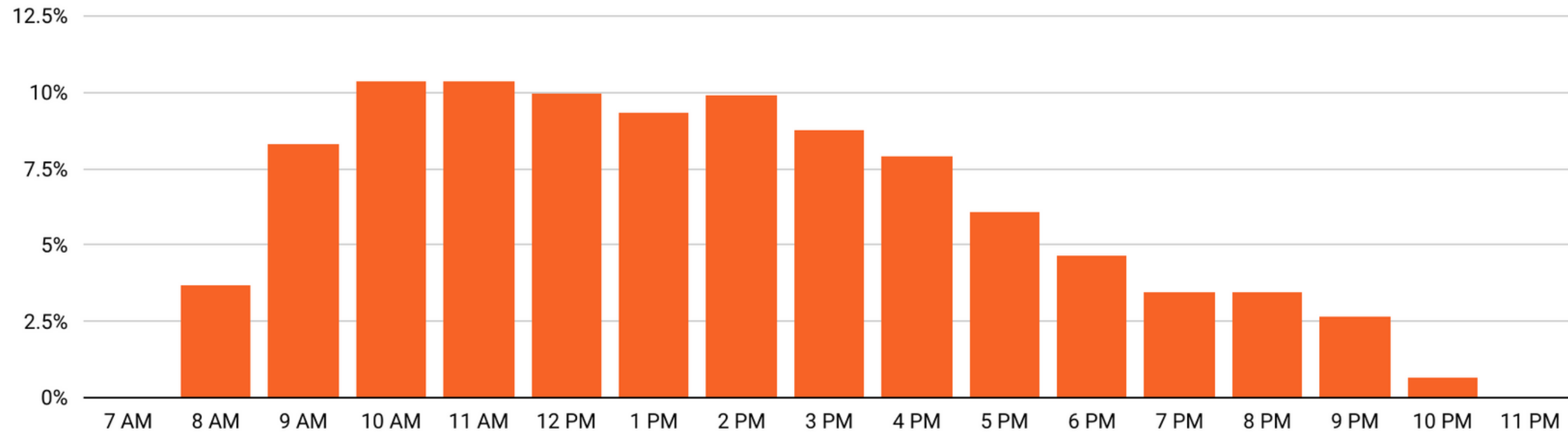
82% of chats are initiated in regular opening hours 9AM-6PM.

8-9AM and 6-11PM add the remaining 18%.



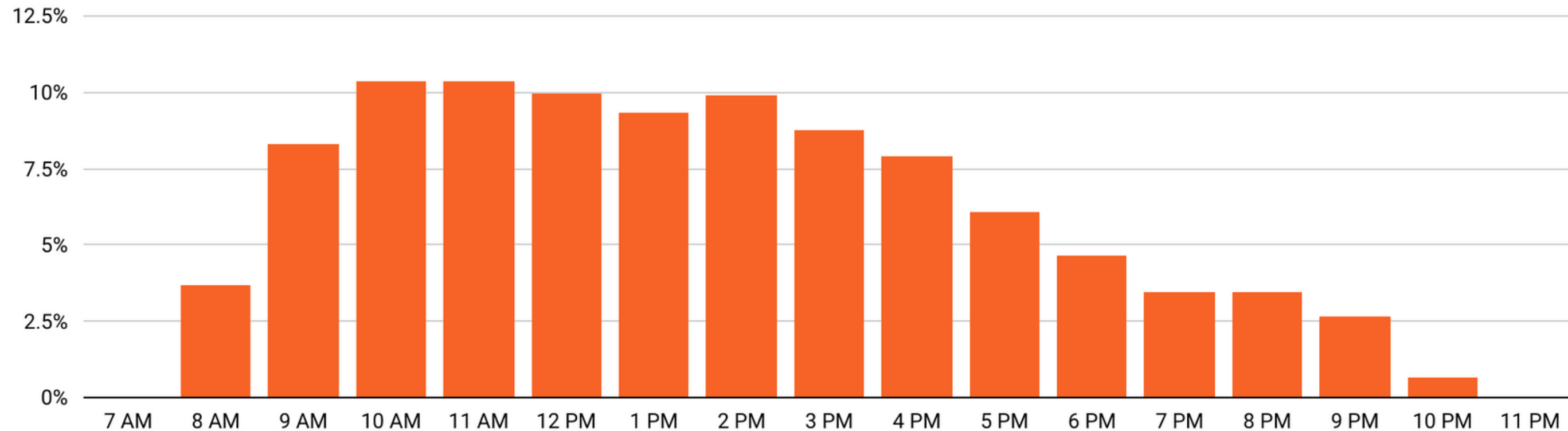
The lead distribution looks almost identical to chat distribution.

8-9 AM and 6-11 PM generate 19% of all leads.



Still - evenings are important car sales time online, lead proportion doubles up!

8-9 AM and 6-11 PM provide **24% of car sales leads!**



A woman with blonde hair, wearing a light-colored fedora-style hat, dark sunglasses, and a white t-shirt, is smiling. She is holding a camera in her left hand and a set of car keys with a red tag in her right hand. A speech bubble above her head contains the word "Smilee". The background is a blurred outdoor scene with green trees and a parking lot with cars.

Smilee

Seasons in car sales chat

SEASON-DEPENDENT TRENDS

Photo: Tim Gouw, Pexels

**Monthly chat activity distributes relatively evenly throughout the year,
with a modest high season at summer.**

At summertime proportion of the car sales leads is up.

Tyre changes and service inquiries increase the chat volume in spring and autumn.



15%

PHONE

7,7%

TABLET

**22,7% of chat users are using
a mobile device.**

Soon can you, too. Our sleek chat mobile UI for
agents will be available in 2021. With video.

Photo: Ketut Subiyanto, Pexels

SESSION

12,4 min

5 pages

WITH CHAT

SESSION

2,6 min

3,7 pages

WITHOUT CHAT

Chat activates your
website visitors.

Sessions including a chat
discussion last longer and
more pages are browsed.

Photo: Cristian Rojas, Pexels



Our customer service team excels in customer satisfaction and majority of the cases are solved in chat.

Our experienced team knows automotive business in and out and our effective onboarding to a new partnership takes usually just 1-2 weeks. Outsourcing customer service does not imply a decline in service quality.

Photo: Andrea Piacquadio, Pexels

Customer



satisfaction

Problem



solving





Smilee

Best practices for chat implementation

KNOW YOUR GOALS AND SCORE THEM

Define your goals

Best chat solutions start from clear and measurable goals - car sales leads, service bookings, test drive bookings - you name it. Discuss with salespeople and service, list use cases and example transactions. Find out if they are happy to serve the customers in a new channel.

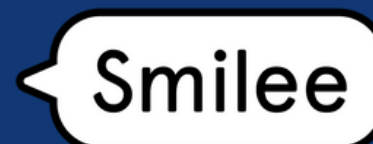
Be there - and be quick

Be sure that you have the resources to respond to the chat requests when your customers are active. Utilise the mornings and evenings, if possible. Our customer service team can fill in the extra hours and assist on the high season - or take care of the customer service and sales in chat 100%.

Speak your intentions - good

CTA:s initiate action

"Chat" is probably the most ineffective CTA for refined customer service and sales channel. "Ask from our sales" or "Book a tyre change" work considerably better.



Be seasonal and contextual

Tyre change season deserves updated chat CTA:s, maybe that brand new shiny car model could attract more chat action when mentioned in CTA, too.

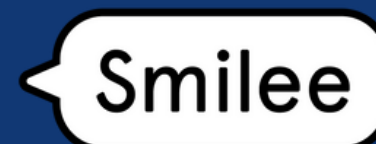
Chat CTA:s can - and should - be different in different parts of the website.

Chatbots for dividing traffic and serving simple requests

A well-designed chatbot can handle up to 60% of all chat requests - naturally depending on the complexity of the typical request. Almost all chat solutions can utilise bots as traffic dividers and data collectors. With few simple questions, the customer is handed over to the right team - with pre-information gathered for swift service request fulfilment.

Help and assist - and don't be shy to sell

A helpful, friendly attitude and casual but clear tone of voice are useful modes to adapt for the chat. And don't be shy about selling on the new channel! Many of our customers do already.



Contact us

**Let's find out how your business
could drive results from the chat
channel.**

Contact me for more information - or
book a demo meeting from my
calendar.

Jyrki Hietaniemi,
+358 440101235

[Book a meeting](#)

