

LIVEPERSON ENTERPRISE FOR AUTOMOTIVE

Background

For automotive manufacturers and dealers, the Web has become a primary channel for influencing consumers. According to J.D. Power and Associates, some 70 percent of consumers research vehicles over the Internet, and the vast majority will have strong views on desired models, feature preferences and price long before engaging with a dealer.

Consumers, long skeptical of dealers, have always sought objective information from third-party sources, and the Internet has made it extremely easy to find it. Today, the consumer's decision-making process often begins at third-party sites that help them learn about specific makes, compare models and share experiences with one another.

To insert themselves earlier in the consumers' decision-making process, automotive manufacturers have invested heavily in their websites. Each year, the sector spends millions of dollars producing online tools that enable consumers to customize a vehicle and obtain a quote at their convenience.

These online tools succeed in providing consumers with useful information to influence their decisions, but they do little to actually advance the sales process. For instance, these tools do not offer real-time engagement to schedule test drives, nor do they provide personalized assistance to visitors who may be extremely interested in a model, yet require additional information.

The same holds true for dealerships, whose sites list many new and pre-owned models, but lack the tools to enable dealers to probe visitors as to their interests, and direct them to specific vehicles meeting their needs.

The challenge for automotive manufacturers and dealers is to provide showroom-level service on their websites – identifying visitors whose behavior indicates a strong interest in a vehicle, and encouraging them to take the next step all in real time. They also need tools that enable seamless distribution of leads originating from a corporate site to local dealerships in the same visitor session.

To meet the needs of today's automotive manufacturers and dealerships, LivePerson has introduced LivePerson Enterprise for Automotive, a third-generation engagement solution that enables enterprise-class companies to take control of their websites by applying best practices for lead generation long relied upon by their brick-and-mortar counterparts, specifically visitor segmentation and targeting.

LivePerson for Automotive

Built on LivePerson's Engagement Marketing platform and methodology, LivePerson Enterprise for Automotive enables manufacturers and dealerships to target the right visitor with the right message in order to affect a desired outcome.

This comprehensive third-generation engagement solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online lead generation and sales initiatives and deliver incremental contribution to the bottom line.

Provide showroom level service on your website. LivePerson Enterprise enables companies to target hot leads early in the decision-making process, and to provide a high-quality online experience. The platform monitors specific events such as

Benefits

- Leverage business rules to identify hot leads
- Answer visitor questions in real time
- Use push-page technology to guide visitors to specific vehicles
- Send hot-leads to local dealerships to schedule a test drive in real time
- Enjoy a tenfold increase in online lead conversions over self-service



LIVEPERSON ENTERPRISE FOR AUTOMOTIVE

click-through paths, time on a page, and previous visits, i.e., clues that indicate a visitor's interest in a vehicle, and applies business rules to trigger proactive invitations to these pre-qualified leads for engagement.

The platform also enables companies to provide website visitors with the same service level they expect to receive in a showroom. Live chat can be leveraged to help visitors compare models and options. For instance, using LivePerson's page-push and co-browse technology, Internet-based sales agents can guide visitors to vehicles that have the features visitors are looking for, as well as answer questions regarding pre-owned history and financing options.

Improve lead retention. LivePerson Enterprise for Automotive offers a multi-channel solution with seamless escalation between the channels in order to improve lead retention.

Live chat agents screen visitors based on interest and invite visitors to receive a call from a regional dealership. The remote agent at the dealer receives information about the visitor's interest prior to making the call. The result is improved lead retention. Fewer leads go cold because visitors chat and talk in a single session, versus requesting a call back.

In fact, automotive customers who use live chat report a tenfold increase in online conversion to leads over self-service.

Optimize website with real-time monitoring and reporting.

Gain valuable insight into online lead generation initiatives with detailed reporting on entry pages, abandonment points, navigation paths, rules effectiveness and campaign performance. Using this intelligence, automotive manufacturers and dealerships can refine marketing initiatives and optimize the processes for delivering quotes.

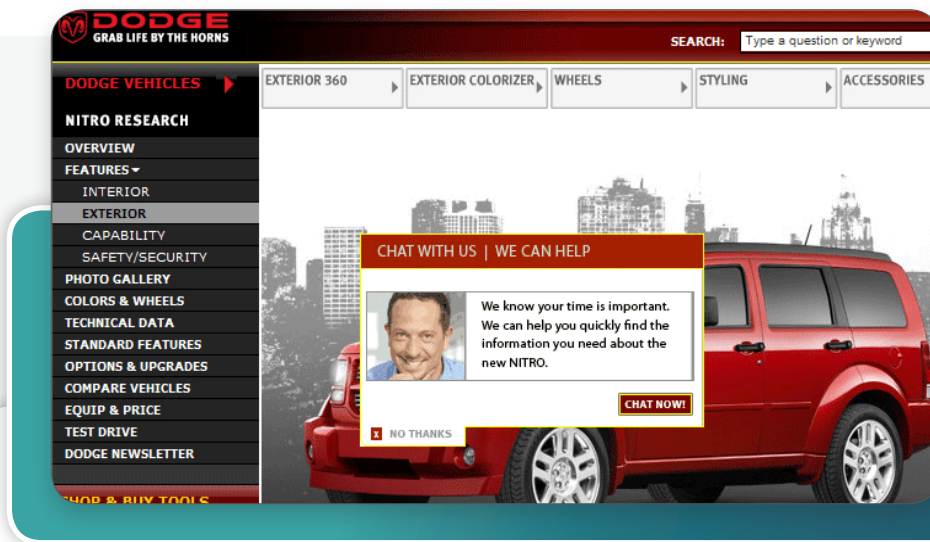
Foster long-term customer loyalty and satisfaction.

LivePerson Enterprise promotes customer-centricity, a critical driver of acquisition, satisfaction and retention in today's competitive environment. LivePerson's ability to deliver online personalized assistance to the right visitor at the right time ensures customer satisfaction and cements loyalty. In fact, enterprise customers that have implemented LivePerson Enterprise have realized customer satisfaction rates of greater than 80 percent.

Contacts

LivePerson, Inc.
462 Seventh Avenue
3rd Floor
New York, NY 10018

T: 212.609.4200
F: 212.609.4233
info@liveperson.com
solutions.liveperson.com



This automotive company worked with LivePerson to add rules-based proactive chat to track prospects through the sales process and generate qualified leads for dealers.