

# LIVEPERSON SUCCESS STORY

*Live chat sells cars for local dealer.*

## About Frank Myers Auto Maxx

Frank Myers Auto Maxx, privately owned By Tracy Myers, is a car dealership located in Winston – Salem, North Carolina. The 4 acre car lot, once referred to as the “Disney World” of car buying, offers popcorn, balloons, and a fresh gourmet coffee bar to its visitors and car shoppers each day, and this is only the beginning for the dealership who prides itself on creating a positive customer experience.

Tracy invites all of his visitors to the lot’s Family Fun Zone where they can enjoy family friendly videos, giving them a break from finding the perfect car and giving Tracy the chance to reach his personal goal of meeting everyone in the Triad area. In an effort to accomplish this, he offers all new visitors “Get Acquainted Gifts,” which include his newest Consumer Bulletin: “8 Keys To A Better Car Deal” and a gift card good for one free laser car wash at the local Auto Spa.

Tracy demands that every guest be treated with kindness and consideration, and the sentiment does not stop with him. The friendly, neighborhood car dealers welcome guests via their website profiles, and even advertise their sympathy for customers with an embarrassing credit problem or too much debt on a trade in, vowing to help solve these problems “not try to sweep them under the rug and bully buyers into a car they don’t want.”

True to the mission statement of Tracy Myers: “We are trying to change the landscape of the car business and the bruised reputation of honest car salespeople all over the country,” the staff is dedicated to helping good people overcome their transportation challenges and find the right vehicle for their family, not the vehicle the dealership wants to sell them, all while providing an enjoyable, friendly experience.

## The Challenge

In order to give customers undivided attention, Frank Myers Auto dealership runs by appointment only. Visitors are welcome to stop by the lot, but in order to meet face-to-face with a salesperson, the customer must schedule ahead of time.

The Frank Myers Auto website has been a useful channel for customers to learn about the dealership without making the trip to the lot in person. The site addresses topics including:

current deals, cars in stock, loan approval, and warranties and allows a visitor to virtually visit the lot, without making an appointment. The site also serves as an important source of contact information where the potential customer, who wants to schedule a face-to-face meeting with a salesperson, can find the telephone number to do so.

Traditionally however, a site visitor looking to schedule an appointment for the next day would be out of luck had it been after the businesses closing time of 7:00 p.m. Being a small business, Frank Myers Auto does not have the resources to stay open late and take customer calls throughout the night.

While customers can access the Frank Myers website 24 hours a day, Tracy realized his business was missing valuable opportunities to interact with potential prospects and customers. Tracy did not want to neglect his customers, even after the dealership doors had closed for the night.

“Our dealership has set hours of operation with salespeople that eventually go home. I was concerned with what was happening to our potential customers during the hours when we weren’t open.”

Tracy sought a way to extend dealership hours, giving customers the ability to set up appointments and find answers to their valued questions after the company’s normal operating hours.

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From the moment we started using live chat on our website, it nearly doubled the amount of opportunities that we were seeing from our standard “non-chat” website.

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— Tracy Myers, Owner  
Frank Myers Auto Maxx

## The Solution

In response to the need to enhance and improve customer service by extending operating hours, Frank Myers Auto implemented LivePerson Pro for small businesses, the award-winning live chat solution, on its website. The new ability to

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chat live with a Frank Myers agent from the company's website immediately opened doors for the auto-dealer. Prospective customers were able to make appointments after hours, which led to increased opportunities for the dealer to close more sales. Within the first 45 days of implementing their live chat solution, the auto-dealer nearly doubled the amount of opportunities in the pipeline over the "non-chat" version of the site.

LivePerson Pro has also given Frank Myers Auto the flexibility to operate a live chat window from any internet enabled computer, 24 hours a day, 7 days a week. After an initial training course from LivePerson, followed by ongoing product support, the auto-dealers chat agents were able to take chats from home, work in shifts, and allow scheduling to continue into the night.

## Tangible Results

**Increase in Website Leads:** With live chat, Frank Myers Auto has increased its website leads by nearly 42 percent in just 12 months. The dealership has found that more appointments are being scheduled, and this is leading to an increase in closed opportunities. The website has become an essential channel for lead generation.

**Increased Revenue:** Of the 42 percent of new website leads generated through the Frank Myers Auto chat program, 81 percent secure appointments, whereas only 59 percent of

telephone leads turn into appointments. What's more, of those securing appointments via chat, 63 percent result in a sale! This is a significant boost compared to a sales rate of 39 percent from "non-chatters". The increase in appointment-to-sales ratio from chat has led to an increase of 37 percent in total revenue for Frank Myers Auto.

## About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online; more than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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Instead of placing a phone call, site visitors have quickly adopted live chat as a means to schedule an appointment to meet with a salesperson.



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