

## **AI in Your Service Dept: Two Way Email Gets Engagement with Customers & Into the Service Drive**

### **How is Artificial Intelligence coming to customer communications with Service in your dealership?**

A leading provider of artificial intelligence-based lead engagement software for marketing and sales has launched an auto service assistant. This AI-based solution for automotive dealerships and their service departments that engages new car buyers and present and past service customers in natural, two-way email conversations to get them into the Service Drive.

### **What does this AI Based System do?**

This automated yet human engagement with service customers frees up service advisors to focus on the day's service appointments, ensures excellent communication and a great experience for service customers and builds a long-lasting relationship between dealer and customer.

### **Who is the company and what are they seeking to do?**

Conversica is the company, Foster City, CA. They are using AI technology to engage new car buyers and present and past service customers in natural, two-way email conversations to get them into the Service Drive. This automated yet human engagement with service customers frees up service advisors to focus on the day's service appointments, ensures excellent communication and a great experience for service customers and builds a long-lasting relationship between dealer and customer.

### **Service Department Managers: Why you should get AI into your dealership:**

With a 72% gross revenue margin<sup>i</sup>, the service center is the most profitable department in a dealership and is the main point of contact for creating a lifelong relationship with the customer. Moreover, 82% of car buyers that service with their dealership will buy their next car from that dealership<sup>ii</sup> and consequently, over a lifetime, one customer is worth on average over \$500,000 in revenue from car purchases, servicing and parts<sup>iii</sup>. Therefore, keeping a customer engaged with the dealership at every stage of ownership is vital to future revenue and car sales.

### **What Conversica CEO, Alex Terry, says about this breakthrough system:**

The ability to engage service customers – and keep them engaged – is critical to a dealership's revenue and, even more important, its ability to retain those customers through to the next buying cycle. "But contacting and engaging service customers takes time, effort and close monitoring, and that's just not possible for the typical service team when there are hundreds or thousands of customers to work.

## **Finally, Service Advisors can be ready when customers hit the service lane:**

With artificial intelligence for auto service, Conversica also delivers valuable information about potential service customers to the service department. With details from the AI conversation, service advisors will be prepared to engage each customer when, where and how that person prefers. The auto service assistant is designed to easily and effectively handle situations such as:

- Engaging service leads in real time as they come in through the dealer website
- Encouraging new car buyers to make their first service appointment
- Engaging new car buyers who have never scheduled a service
- Reengaging customers who have been in for service but not returned
- Following up after service appointments to gauge customer satisfaction and identify areas for improvement

## **What a Conversica Dealer Client, Dayn Riegel, Digital Director at Loganville Ford, says:**

"In service, you're always worried about your defection rate, more than anything else," says. "A defection is a hard pill to swallow because that customer was hard-won, and if they walk after the warranty's over, you're probably never going to sell them another car. So we're really looking forward to seeing Conversica's new service product do the same for us as they did for our sales: engage, cultivate and help retain customers with whom we otherwise would not stay in touch."

## **What you need to know about Conversica:**

Conversica is the leading provider of lead engagement software for marketing and sales organizations. Driven by artificial intelligence technology, Conversica's automated sales assistant automatically contacts, engages, nurtures, qualifies and follows up with leads via natural, two-way email conversations until the lead converts into an opportunity or opts out.

For more information on Conversica, visit [www.conversica.com](http://www.conversica.com)

