Two-Way, DMS-Integrated Service Messaging: How It Will Work for You
Consumers today prefer texting over any other form of communication. With LivePerson Automotive’s service texting product, you will see gains in efficiency with faster repair turnaround times, growth in service revenue with greater repair work approval rates and an uptick in CSI scores. DMS integration and automation makes it easy for advisors to use, and customers are delighted by the convenience.

The following pages showcase how our DMS-integrated Service Messaging solution can help your teams do what they do best.

No Car Was Ever Serviced Without a Conversation.
And we can help you have more of them.

Faster repair cycle times - 25% of text messages get approvers within 5 minutes

99 Customer Opt-in - Higher Advisor usage with automatic login

10% of the ROs spend 20% more = $2,350 per 500 ROs

Increased CSI - Up to 11 pts

Reduce phone calls by 30%

Trade Appraisals - 10 - 60 per month
Service Revenue Growth:
From appointment reminders to in-service communication, mobile pay and follow-up
We all get busy, so it’s smart to help customers remember the actions they need to take. Appointments are pulled from the DMS into our system, and you can use LivePerson Automotive service messaging to increase your show rate. We recommend automating the reminder texts to send 2 days ahead of their visit, confirming the appointment time and letting customers know how they can cancel or reschedule if need be.

Also helps identify the up to 10% of no shows, so you can fill the gaps in your schedule and bring in more revenue.

Service Revenue Growth:
Increase Show Rates with Appointment Reminders

Increase Show Rates with Appointment Reminders
Save Time:
Customer Details Automatically Pulled from ROs

Our DMS integration makes it super simple to text with service customers that are in for service. Advisors can see all customers that you have written up for service in your DMS in the "Vehicles in Service" section of our platform. It’s automatically pulled from the DMS everyday, so your advisors know who to focus on without having to input any information manually.

You can quickly see which of those customers have opted in for texting, too. Those in the green circles have accepted the opt-in as part of the RO. Any with red circles have opted out. Gray circles means the customer hasn’t chosen yet.

**NOTE:** If you want to text someone who doesn’t have an RO in the system, you can add them manually here (click +New at the top). You’ll want to ask them to confirm approval (opt in) as part of the first message.
Our system automatically sends a welcome message to all customers who accept the RO with the texting opt-in. This message introduces the customer to their advisor and the texting program so they know they don’t need to call, leave voicemails or wait for email for updates; they can just respond via text.

Each message also includes a link to a custom landing page LivePerson Automotive can generate (with your manager’s direction). This landing page shows the customer’s RO details and can contain a digital ad promoting any of your dealership’s current offerings, and even a reminder to the customer that they can get a free trade-in appraisal. It’s the perfect opportunity to gently encourage repeat business...we’ve seen customers get up to **139 appraisal requests in one month!**
Service Revenue Growth:
Conversation Continues As Needed

Both the customer and your service advisor can text back-and-forth as needed. This gives them both a convenient way to ask and answer questions that will enable a faster turnaround time, reducing phone calls and visits to the customer waiting area. For example, working with the technician, service advisors can share Multi-Point Inspections and text pictures/videos to support their recommended repairs to the customer. This can help service advisors see 41% job approvals when messaging, more than double what can be reached via phone alone.

Advisors can also use a set of automated messages to make these communications even faster to send, and they are completely customizable by the dealership in any language you choose:

- Appointment Reminder
- Welcome Text
- Status updates
- Send and receive videos and pictures
- Vehicle Ready Text
- Mobile or Online Payment Request
- Autoresponder (an “away” message...with the option to connect the customer with another advisor if original advisor is not available)
- CSI Survey Text
- Service Reminder
One of the benefits of LivePerson Automotive service messaging is higher productivity. That’s because our solution helps your team communicate with customers in a way that reduces wait times, avoids missed connections...and they can do so much of it with one or two clicks. For example, advisors can set up “templates,” custom pre-written messages they want to have handy, such as sharing the hours you’re open if a customer asks about the latest time they can arrive to pick up their car.

Your advisor can also tap these shortcut icons to...

Tell the customer that their vehicle is ready.

Call customers from service advisor’s own mobile phone...while still keeping their number private.

Offers customers the option to pay online (after you type in the amount owed), sharing the invoice and mobile payment link.

Send a brief satisfaction survey as a follow-up to the visit.

Quickly make/view internal customer notes (available to view even when they come back in for their next service).
Save Time:
Notify Customer That Vehicle Is Ready

When service is complete, the advisor can quickly let the customer know via text. Customers can even click a link to confirm when they are 30 minutes out from arriving, which enables your team to have their vehicle ready and waiting for them.

“After thoroughly vetting texting solutions, we decided to use [LivePerson Automotive]...Penske Audi Stevens Creek could not be more pleased. We have reduced our incoming call volumes by 30%, our CSI has improved and our advisors are using texting to increase closing rates on additional service work. One feature that has proven particularly beneficial is the 30-minute text notification from customers prior to picking up their vehicle. [One] month, we had 17,604 text communications - i think that says it all.”

Tony Newell  |  General Manager  |  Audi Stevens Creek
LivePerson Automotive also supports 74 online payment service providers (like CenPOS) in the U.S. and 39 in Canada, with the ability to create invoices that include DMS data as well (like prepaid maintenance and additional warranty credits). This enables your team to collect payment before the customer even arrives to pick up his/her car, making the entire service experience entirely seamless...and incredibly quick.

1. Your advisor simply clicks to send a payment request and enters the invoice amount (along with insurance coverage, additional warranty and prepaid maintenance) and final customer amount.

2. The customer can view the invoice and pay it by clicking on the payment link in the text message.

3. Once paid, the pay icon turns green for that customer, and the advisor can download a receipt if needed.

Save Time:

Send Mobile Payment Option

The customer can view the invoice and pay it by clicking on the payment link in the text message.

Once paid, the pay icon turns green for that customer, and the advisor can download a receipt if needed.

Your advisor simply clicks to send a payment request and enters the invoice amount (along with insurance coverage, additional warranty and prepaid maintenance) and final customer amount.
We know how important customer satisfaction is to dealership service departments. That’s why we’ve integrated a brief 1-question CSI survey into the tool. It identifies possible issues before the OEM survey, enabling you to make adjustments as needed to get the ultimately positive review!

You can customize the survey question and landing page for your needs (including translating the language). Then your teams can either send this manually or rely on our automated process, which can send the survey text a certain number of days after the RO has been invoiced. (The managers usually decide whether or not to use the automated option and when to have it send.)
LivePerson Automotive can also help you remind customers to set upcoming service appointments. Our automated service reminder option will send a text six months after the customer’s last service visit, letting them know that they may want to double-check and schedule a time to come see you soon!

“We were impressed to see how quickly our customers adopted texting for updates and communication while their cars are in service. LivePerson Automotive has increased our upsell rate, enabled us to serve 12% more customers, reduced inbound call volume by more than 40% and increased CSI scores by 8%.”

Douglas Gold | General Manager | Marin Subaru
LivePerson Automotive recommends adding a section to your service/repair orders (ROs) where the customer can opt in to receive more detailed text messaging from your service department. This will give you written permission to continue communicating with them via text for current and future service needs (including special offers), meeting TCPA and FCC compliance requirements.

The following language is what we suggest be added to the ROs:

You consent to receiving texts from us on your cell phone at the number you have provided. You agree that we may contact you regarding customer service updates or offers via auto-dialer text. If you do not agree, you may provide a landline number. You may opt out at any time.

99% of service customers opt in via this approach.

With LivePerson Automotive, you aren’t restricted to getting a tool just for these amazing service texting benefits. We power a full customer lifecycle messaging platform, a far-reaching network of sales messaging channels and integrations with our enhanced two-way service texting.

Your stores can have a central hub for communicating with prospects, buyers and owners in the ways they most prefer, no matter where they are doing business with you. Let us help you maximize sales from new and current customers, improve show rates, increase repair order size and boost customer satisfaction.

www.livepersonautomotive.com