



Utilizing Live Chat for Your Dealership

A Guide from Trader Interactive

Consumer preferences have evolved, and your dealership needs to evolve with them. In this increasingly digital market, consumers are looking to connect with you not just through traditional methods such as phone and email, but more and more, people are turning to live chat to connect with businesses. **In fact, 42% of customers prefer chat compared to just 23% for email.¹**

What is Live Chat through Trader Interactive?

Live Chat is a feature that is available on your marketplace and website listings as another option for motivated buyers to connect with you. Aside from "Email" and "Call" options, "Chat" allows the consumer to reach out to you directly and have a real-time conversation with you or a member of your team. Our chat feature is mobile-friendly, so you can connect with buyers while you are on-the-go – ensuring you never miss a message from a serious lead.

Here are some tips on how to successfully use Live Chat for your dealership:

- 1. Respond Quickly.** Consumers are constantly distracted, especially when shopping online. Your dealership should only be logged into the Live Chat feature if you can in fact respond and answer questions quickly. This ensures you are keeping their attention when they are ready to engage and creates the best experience for potential buyers so they don't look elsewhere for their purchase.
- 2. Introduce Yourself.** Just like you wouldn't walk up to someone that just walked into your dealership and immediately bombard them with questions, you should do the same here. Introduce yourself, your title, and thank them for reaching out. This creates a level of personalization in a digital connection.
- 3. Be Professional.** Remember, this is still an extension of your business. Your Live Chat sales representatives should treat this form of communication the same way they would treat any other dealership communication. Avoid using slang, sarcasm, text shortcuts (such as BRB), and all caps when responding, as this can come off as rude, yelling and/or unprofessional. Instead, treat them with as much respect as you would if they were having a face-to-face conversation with you.
- 4. Keep the Customer Informed.** You may receive a question that you can't quickly respond to. If that's the case, it's ok to tell them you need a few minutes to look into it. The customer will be more appreciative for that than just sitting and waiting for a response and feeling ignored.
- 5. Try to Capture Additional Contact Information.** Chat leads are just as important as email or phone calls, so it's important to try and capture additional contact information if the conversation feels right. This allows you to follow up with the customer if they aren't quite ready to commit. Ask things such as, "Is it ok if I send you additional specs on this to your email?" Or "I am going to need to discuss with our finance department. Can I follow up with a phone call once I have that information?" Once you have that contact information, enter the customer as a lead into your CRM and manage it just like any other lead.

¹ <https://www.superoffice.com/blog/live-chat-statistics/>

Connect With Us Today We're here to help ensure the success of you and your dealership. If you have any questions or concerns about how to incorporate Live Chat on your marketplace or website listings, please reach out to marketing@traderinteractive.com or call (800) 684-6104.