MessageNow is a comprehensive digital communication platform leveraging integrations from SMS to Google My Business Messenger, Facebook Messenger, Facebook Marketplace, Apple Business Chat, and more – all supported through a single dashboard! MessageNow's advanced integrated content library includes near real-time inventory, vehicle brochures, comparisons, manufacturer and dealer video feed integration, business cards, service integration, calendar integration, and a digital TO feature. The showroom literally comes to life online with high-quality, sharable rich objects which fulfill the shopper's needs. The consumer benefits from this tailored dealership experience which leads to higher show rates, and higher close rates. Combining all of the above technology with proprietary AI, MessageNow can now transform any call to action on the dealer's website into a conversation, improving the conversion rate!

The goal is to provide a completely satisfying and personalized customer experience in an environment that simulates the showroom experience as closely as possible. For the low cost of CarNow's managed platform, the dealer couldn't hire a person to do the same job.

The Problem:

More and more consumers prefer chat or texting as a way to communicate with friends and businesses, especially when they want to get fast, simple answers. Dealers need to embrace the many messaging platforms used by consumers. Shoppers are looking for easy, yet competent conversations handled in a manner that is convenient to them when they engage with retail organizations. Consumers also expect to have a similar experience (clear answers) which they would find with a showroom visit. Many dealers still consider the online customer a second-class opportunity; missing low funnel outreach because they are 'too busy.'

How It Works:

MessageNow dealer customers are typically on a fully-managed platform, using BuyNow's US-based, 100% auto-specific BDCs. In many instances, the staff is 100% OEM factory-trained. MessageNow is also available for dealers to use in their own BDC during dealership hours with the ability to transfer the work to the off-site call center during non-working hours or as backup during busy times. Call center agents provide a concierge-like experience, answering a

MessageNow

An advanced digital communication suite that offers industry-leading content and data integrations designed to keep leads active and engaged.

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"MessageNow is allowing the customer a quick response to their questions through Facebook. It has increased our lead count a lot as well as the staff's engagement with the customer doing business and communicating with the customer the way they want."

Drew Tutton
GM
Ed Voyles Chrysler Dodge Jeep
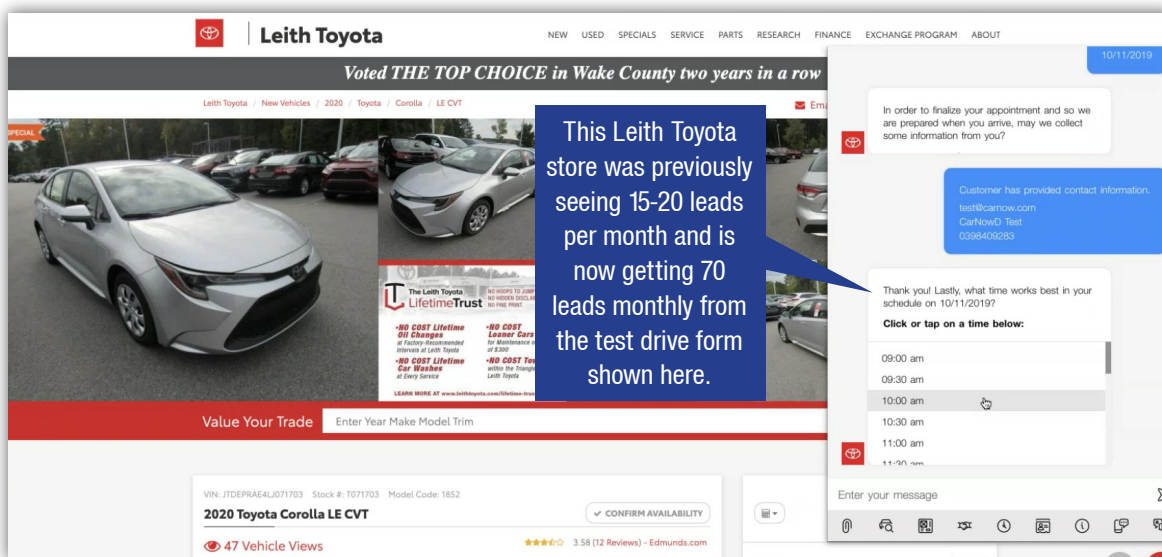
CarNow

www.CarNow.com

"MessageNow allows dealerships to answer any question that a customer may have, providing rich data and intuitive conversations in such a way that they have no reason to shop anywhere else."

Aaron Baldwin
SVP of Business Development
CarNow

variety of questions the customer may have and eliminating the need for them to search a third-party site for information. The customer receives a better experience with more complete answers while the dealer now has a more thorough understanding of the consumer's needs. One big difference this year is that the shopper now has access to the same vehicle search tools and trade appraisals that the agents have. The AI component of MessageNow can answer the consumer in more than 150 languages, including dialects such as French-Canadian, with BDC support agents fluent in 10 languages and dialects.

AI Calls to Action. NEW. MessageNow has transformed the dealer's static forms into natural conversations which have significantly improved conversion rates. This represents a fundamental change in the way that conversion forms on the website actually operate. Now, artificial intelligence launches a decision tree and helps the customer make step-by-step decisions. Using 'scheduling a test drive' as an example, here are the decision-tree prompts: *Choose a date, prompt for contact info, prompt for time, appointment is scheduled,* and the customer can elect to click to add it to their calendar. The lead is sent to the dealer with the appointment already built in and the customer has been emailed an appointment confirmation. All the salesperson needs to do is reach out and provide the confirmation. *"When you come in, ask for me."* CarNow provides that follow-up training for the sales team.

This Leith Toyota store was previously seeing 15-20 leads per month and is now getting 70 leads monthly from the test drive form shown here.

Get ePrice. On MessageNow, requesting the lowest price has been turned into a logical conversation. AI even explains to the consumer why MAAP pricing prevents the lowest price from be displayed online, just like a salesperson would do. The decision tree provides multiple options for the shopper – *Would you prefer to have the information emailed to you? Or is texting more convenient?* The AI goes on to offer the test drive scheduling option. Neither the dealership or the CarNow BDC has time invested in the conversation. In creating the decision tree, there are numerous pre-generated questions to choose from, however, custom questions preferred by the dealer can also be easily inserted.

Natural Language Processing. The AI is designed to understand a variety of responses the shopper may provide. However, if the consumer types an answer that doesn't respond to the question, they are moved immediately to a live agent.

Trade-in. In addition to TradePending, MessageNow has now partnered with trade providers such as Kelley Blue Book, TrueCar Trade, and Trade-in Valet to provide additional options for their dealers. The MessageNow platform takes the trade-in information further by explaining to the shopper what they are seeing in the values. There are added perks such as: *If you can add a few pictures, we can ask one of our managers to take a look at your vehicle and provide a firmer price.* MessageNow is moving conversations that are happening at the store level and bringing them online. All of the information gathered is also conveyed to BuyNow, the digital retailing platform: the customer profile, contact info, and trade info. This eliminates the need to ask the shopper for it again when they move into digital retailing.
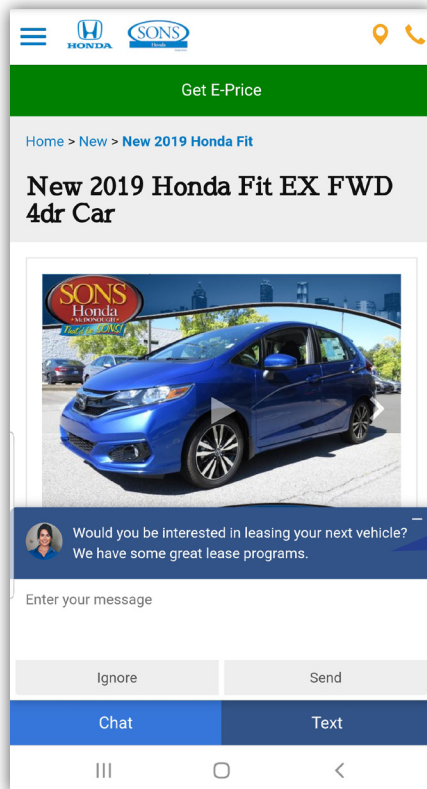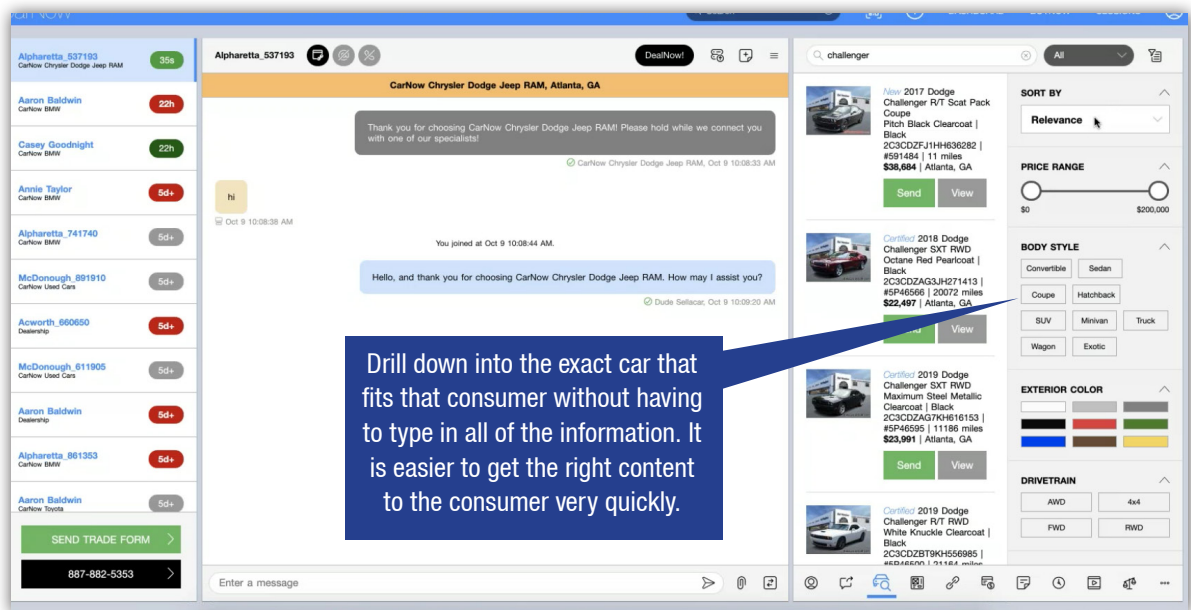

Poke. MessageNow's intelligent proactive chat engagement tool targets low funnel customers on the dealer's website. It identifies customers who have delved into the site and appear to be 'stuck.' It is NOT an immediate pop-up. If the shopper is on a service page, it will ask if there are questions about service specials or if they need assistance with making an appointment. It's personalized to the pages that the shopper has been viewing.

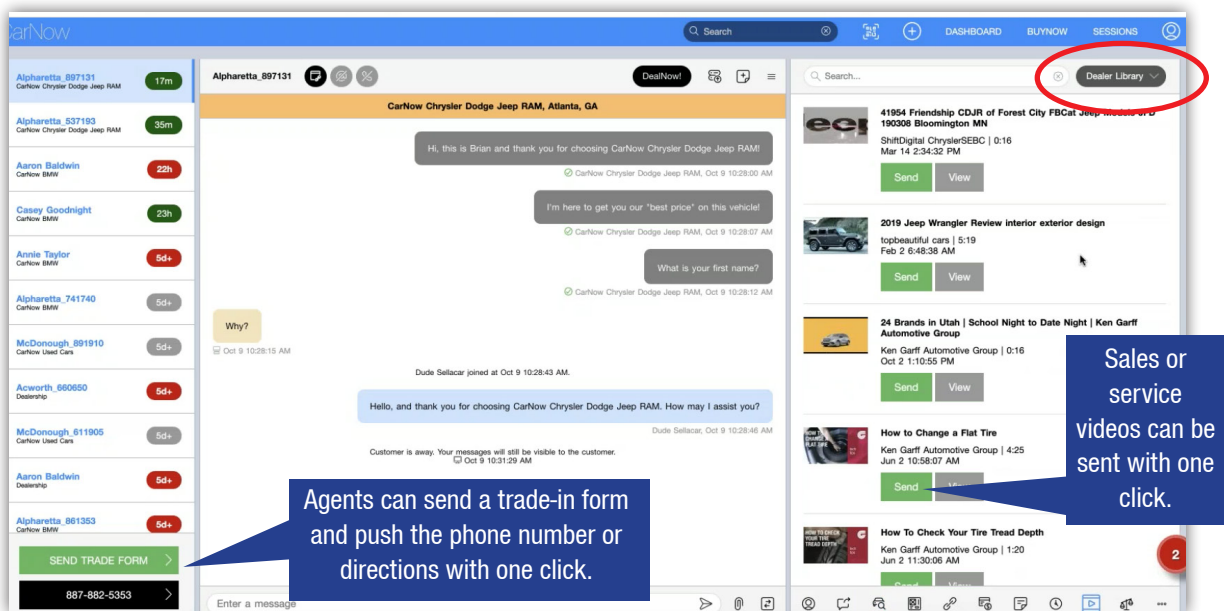**Integrations with Multiple Channels.** MessageNow is able to engage with the customer through multiple portals; anywhere a shopper would like to start a conversation. The shopper may be perusing Facebook and reach out on Facebook Messenger, or they could be starting their research and chat through Google My Business Messenger. Maybe they are an avid user of Apple Business Chat and use that as their conversation platform. The newest SMS integration is with Autotrader; all of those conversations are aggregated into one single backend so it is easy for the dealership to manage those conversations.
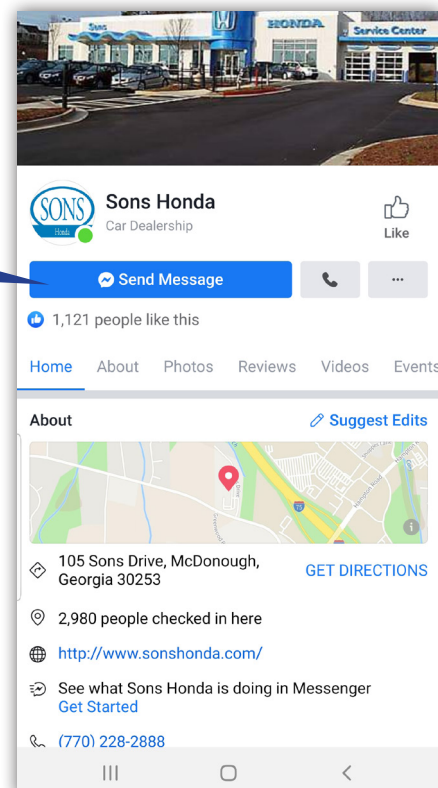
Integrated Content Panel. NEW COMPONENTS. MessageNow's content panel includes brochures, videos, inventory, and more to allow agents to access information that might be of interest to the shopper and send it immediately! The vehicle search capability has been significantly improved this year to allow agents and shoppers to search by feature, color, transmission, body style, and price.

Drill down into the exact car that fits that consumer without having to type in all of the information. It is easier to get the right content to the consumer very quickly.

Video. A variety of relevant and up-to-date videos from the dealer's and manufacturers' libraries can be pushed to the consumer. The dealer's feed from their YouTube channel is integrated directly into the back-end and updates nightly. The sales team can also do on-the-fly attachments; shooting a quick video on their smartphone, attaching it, and sending it through the MessageNow window. This works well for both sales and service calls.

Sales or service videos can be sent with one click.

Agents can send a trade-in form and push the phone number or directions with one click.

DealNow. Designed to bring managers into conversations with deals happening in real time, DealNow produces an astounding 45% close rate. The sales team uses DealNow to ask for help from a manager, and a text notification is sent. Very quickly, the manager can jump into the conversation and take over.

Reporting. By default, reporting is built into the application and email reporting can be sent out on any cadence: daily, weekly or monthly. Custom reporting can be integrated into tools, like Vistadash, and integrated into Google Analytics to share chat events. Reporting shows, for example, where conversations come from by portal, where they are generated on the website, how many are phone, tablet, SMS, or desktop engagements, and dealers can see all of their acquisition channels.

Levels of Service. MessageNow offers three different levels of management: 1. software only, 2. fully-managed by their 24/7/365 US-based, automotive specific, factory-trained BDC, and 3. a hybrid model to back up dealers who want to manage as much as they can.

What do dealers say about MessageNow?

"Monthly, we range about 15-20k unique users on our sites and will have around 15k interactions with chat so it is the most used tool on our site. The CarNow BDC does a great job handling basic customer requests such as 'Is the vehicle in stock?, What is the price?, I need to schedule a service appointment.' etc. When the chat escalates above what the CarNow BDC can handle, it is then transferred to our internal BDC and handled from there. Our most useful part of the MessageNow platform is the ease of use in the back end. Our BDC staff has a very easy time opening up the back end and being able to see the chat in real time to take over, if necessary. The teamwork between our BDC and the CarNow BDC is what sets MessageNow apart. We do utilize DealNow and see good success in closing the leads generated through DealNow."

Michael Spiegl
Vice President
Williams Automotive Group