



4 Ways to Accelerate Sales and Improve Your Customer Experience with Cloud Communications

DIGITAL INTERACTIONS HAVE SKYROCKETED IN POPULARITY, TRANSFORMING INDUSTRIES FOREVER – AND THAT INCLUDES AUTO SALES.

A fully integrated cloud communications platform significantly enhances customer experience, outreach, and engagement both within and beyond the dealership. Personalized customer interactions are essential for your success, as today's customer expects quick, seamless responses tailored to their needs. With the right communications platform, you can deliver this personalized experience from initial inquiry to price negotiations to after-sales service, creating a stronger customer connection and building trust.

Let's take a look at how a digital-first communications model improves sales, service, and the customer experience by integrating Unite with Dealer Management Systems (DMS) to deliver personalized service solutions and streamline dealership operations.

SALES: MOBILE SALES

Unified communications to boost sales efficiency.

Empower your sales team to be effective – whether at their desks, on the showroom floor, or roaming the lot. This means empowering them to answer customer inquiries on any device and from any channel. Stepping away from the desk? No problem. Transitioning to a video call? It's easy.



Intermedia Unite is an integrated communications platform that personalizes the buying experience and enables your sales team to easily connect with prospective buyers. Effortlessly switch between text messaging, phone calls, and video chats. Answer inbound calls from the desk phone, move to mobile, and use video conferencing to virtually walk clients through your inventory. Need to provide additional vehicle or model information? Upload video content or use the meeting app to take notes. Your customers can choose their preferred communication methods while your sales team is always ready to engage across any channel on any device.

Benefits



Enhanced customer service

Never miss important calls or texts, and seamlessly move between your desk, showroom, and lot with our Mobile App for prompt customer responses.



More flexibility

Empower your sales team to communicate anytime, anywhere, on any device, enhancing their effectiveness and adaptability.



Increased collaboration

Facilitate greater collaboration and extend your reach with quick and efficient communications across departments.

SERVICE: APPOINTMENT SCHEDULING

Quickly and efficiently schedule service appointments.

Your customers expect a simple and convenient way to schedule service appointments without the frustration of dropped or misrouted calls and lengthy hold times. You aim to secure more appointments while reducing no-shows and cancellations. With Contact Center from Intermedia, scheduling becomes effortless. Customize call flows and use automatic attendant or live transfers to route calls to the right reps for efficient interactions and scheduling. Eliminate busy signals with smart queuing, and keep customers engaged in the queue with music and messages promoting seasonal service specials or upcoming events.

Once the service is completed, you can proactively deliver timely – and if needed, repeated – reminders of upcoming appointments, recalls, and check-ups with Dynamic Notifications. Analyze call data, including volumes and hold times, to gain valuable insights into call trends, enabling you to optimize staffing and enhance service levels throughout the dealership and in the service department.

The result? Streamlined scheduling and effective service reminders lead to increased customer satisfaction and foster long-term customer loyalty.

Benefits



Faster scheduling

Customize call flows for more-efficient interactions and scheduling.



Better customer service

Eliminate dropped calls and reduce hold times with intelligent queuing and routing.



Improved customer experience

Eliminate busy signals with queuing, and provide in-queue music and voice playback (e.g., seasonal service or financing specials).



CUSTOMER EXPERIENCE: ENHANCED ENGAGEMENT

Communicate through customers' preferred channels (phone, chat, text, video).

Today's consumers spend more time researching online before visiting a dealership, leading to an increase in digital interactions. To stay competitive, you must evolve from traditional brick-and-mortar operations to engaging digital experiences. Customers expect seamless and quick communication with you through various channels, including text, email, phone, and video calls. They may switch between these channels based on their needs. If connecting with you requires too many steps or involves long hold times, the likelihood of losing those customers significantly rises. Embracing a fully integrated communications platform allows you to meet these expectations and improve overall customer engagement.

Intermedia Unite enhances customer interactions across various channels by integrating chat, SMS, video conferencing, phone calls, screen sharing, and more. With Unite, you can efficiently respond to customer inquiries through a single platform, delivering the seamless digital service and support that today's customers expect. This integrated approach ensures consistent communication and fosters stronger relationships with your clientele.

Benefits



Better customer experience

Minimize transfers and eliminate dead ends with intelligent routing and self-service interactive voice response (IVRs).



Seamless integration

Move easily between integrated chat, SMS, video conferencing, phone calls, screen sharing, file sharing, and file backup.



Support a digital journey

Support customers' expectations of a seamless digital journey from first contact to after-sales support and everywhere in between.

PERSONALIZED INTERACTIONS: UNITE INTEGRATION WITH AUTO DEALER MANAGEMENT SYSTEMS

Unite has integrations with some of the most popular Dealer Management Systems (DMS), providing personalized customer interactions and seamless customer connections.

As an automotive dealership, efficient operations and outstanding, personalized customer service are essential to maintaining a competitive edge. The Intermedia Unite and Dealer Management System (DMS) integration, enables a highly personalized, informed customer experience, by connecting real-time access to DMS-stored customer data through Unite's communication platform.

This integration provides a 'Phone Alert' feature that streamlines operations by displaying relevant customer information on an agent's screen as soon as a call is received. This includes customer history, preferences, and previous interactions. With Phone Alert, agents can deliver a more personalized experience without needing to search for details, ultimately saving time and improving customer satisfaction by addressing needs quickly and efficiently.

By integrating Unite with your DMS, your dealership can transition from traditional brick-and-mortar operations to digitally connected, omnichannel experiences. This all-in-one approach empowers you to engage customers consistently across channels, delivering the streamlined, customer-first service that today's buyers demand.

Benefits of Phone Alert



Instant Personalization

With Phone Alert, customer details from the DMS appear instantly for incoming calls, allowing you to greet customers by name and address their needs quickly, creating a memorable, personalized experience.



Increased Efficiency

An integrated Unite and DMS experience eliminates manual lookups by providing customer info automatically, reducing call handling time and enabling reps to focus on delivering exceptional service.



Enhanced Retention

With faster response times and informed interactions, customers experience better service, building trust and loyalty for repeat business and long-term customer relationships.

DMS INTEGRATION PARTNERS



Reynolds & Reynolds is a leading provider of Dealer Management Systems (DMS) and Customer Relationship Management (CRM) solutions for the automotive industry, helping dealerships streamline operations, manage inventory, and build strong customer relationships. Their advanced ERA-IGNITE DMS platform integrates sales, service, parts, and finance into one comprehensive solution, while tools like their FOCUS CRM system enhance customer interactions with data-driven insights. By integrating Unite with Reynolds & Reynolds' powerful DMS, dealerships can leverage features like Phone Alert for instant customer recognition and efficient call handling, creating a seamless experience that enhances productivity and customer satisfaction.

Contact us today to find out how a fully integrated cloud communications platform can help your auto dealership thrive and grow.