



AUTO

# ENHANCING CUSTOMER INTERACTIONS IN AUTO DEALERSHIPS WITH SMS



In the fast-paced world of auto sales, meeting the diverse needs of both loyal customers and new prospects presents unique challenges. Discover how SMS communications can revolutionize customer experiences in your auto dealership.



## THE IMPACT OF SMS COMMUNICATION IN **AUTO DEALERSHIPS**

SMS communication offers a powerful solution, shifting the focus from sales-driven marketing to support and customer experience.

## **PRIORITIZING CUSTOMER SUPPORT AND CONVENIENCE**

At the heart of a successful car dealership is the ability to exceed customer expectations, and SMS is a critical tool in achieving this. **Here's how SMS can enhance customer support in your dealership:**

### **Effective Post-Purchase Communication**

SMS tools in auto dealerships offer efficient post-purchase updates and engagement, ensuring top-notch customer service without overwhelming the team.

### **Enhanced Service Reminders and Scheduling**

SMS service reminders and scheduling in auto dealerships drive higher engagement and customer satisfaction through timely, relevant, and automated maintenance communications.

### **Efficient and Hassle-Free Communication**

SMS communication in auto dealerships, preferred over phone calls, streamlines service bookings and inquiries, leading to increased efficiency and higher conversion rates.

### **Cross-Department Coordination**

A unified SMS platform can be used by all departments in your dealership, from sales to service and finance. This ensures a cohesive customer experience and efficient internal communication.

# IMPLEMENTING SMS FOR ENHANCED CUSTOMER EXPERIENCE

Two-way communication is essential for enhancing customer experience in auto dealerships. With Mitto's advanced tools, dealerships can offer fast, personalized support across multiple platforms, elevating the overall conversational commerce experience.

## USE CASES



Service  
Appointment  
Reminders



Vehicle  
Maintenance  
Tips



Post-Purchase  
Feedback  
Requests



Promotional  
Offers



Vehicle Upgrade  
Notifications



Special Event  
Invitations



Payment and  
Finance Reminders



Emergency Service  
Alerts

### Service Appointment Reminders

Hi John, just a reminder for your upcoming service appointment on Monday. Reply to confirm or reschedule.

### Maintenance Tips

Your car's winter check-up is due. Reply to this message to book an appointment and keep your vehicle in top condition.

### Post-Sale Support

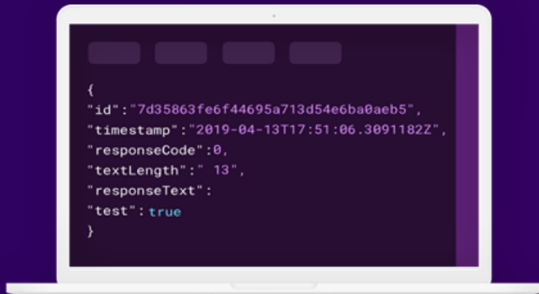
Thank you for your purchase. If you have any questions about your new car or need assistance, just send us a text!

### Promotional Offers

Great news, Steve! We've extended our \$1,000 discount until the end of the month. Don't miss out! Come by our showroom or reply 'EXTEND' for more information.

# MITTO'S MESSAGING SOLUTIONS THROUGH PRE-BUILT TOOLS OR OUR ROBUST API

## APIs Made for Developers



### Developer Documentation

Our robust and flexible APIs allow you to develop the perfect omnichannel communication strategy limited only by your imagination – with Mitto by your side at each step.

## Tools Made for Everyone

### No-Code Solutions

Our no-code, pay-as-you-go communications solutions and our long list of partner integrations allow you to engage in one-way and two-way conversations with your customers across SMS, chat apps, and social channels.



## PARTNER INTEGRATIONS BUILT FOR YOUR STACK

