

AGENT511 | AUTOText

Solution overview

With Agent511's text messaging marketing solution, new and used automobile dealers can now capture leads from prospective buyers who avoid automobile salespeople. Prospects on the lot text message a unique code posted on each vehicle for an automated message that returns basic information, discounted price, and pictures. The prospect's phone number and inquiry is forwarded to the Internet Manager for follow-up. The solution is especially valuable for used cars where the dealer may have flexibility in the way information is displayed.

More than 42% of the US population regularly text message and the number of messages is growing 20-25% quarterly. Nearly all of the 250 million phones in the United States are text messaging capable.

How it works

The dealer's vehicle database is regularly synchronized with the Agent511 system to ensure timely information delivery. Each vehicle is assigned a unique code such as stock number and dealer prefix. The dealer provides signage on his/her lot to inform customers of the "wireless salesperson," and each vehicle is labeled as shown in the below.



Vehicle signage showing unique text code

When a prospect text messages the unique code to Agent511's text messaging phone number, 511-511, the system automatically returns a text message response within seconds as well as a pictorial reminder. The picture is sent in a format recognized by most standard camera phones as shown below. After sending the return message, the system also forwards the customer's mobile phone number and inquiry to the dealer's Internet Manager who may choose to gently introduce him/herself.

Agent511 is a hosted platform that resides in a remote data center.

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Customer request and text response

Uploading data

Manual

The dealer uploads the vehicle details and pictures directly to the Agent511 web portal. On the portal, the dealer indicates his/her preferences such as contact information and text/e-mail lead preferences.

Integrated

The system synchronizes with most common inventory management systems and websites to provide timely information, especially pricing. Agent511 appropriately formats the specified data into a text and multimedia message to be transmitted to the mobile phone. The dealer's preferences are administered on the web portal.

Opt-in

Customers text messaging into the wireless salesperson automatically opt-in for a response. Subsequent dealer contacts should be subtle and respect the prospect's right to terminate communications after the initial inquiry.

Overall benefits

- The wireless salesperson captures prospects when you can't be there
- Pictures transmitted in standard camera phone format
- High conversion rate; messages stay on the handset
- Real-time information to expedite decision making
- Mitigates problem of e-mail SPAM filters