

Lea Valley Audi specialise in providing its customer's with quality new and used cars.

Success Story – Automotive



Client **Lea Valley Audi**

Background
Confero Solution
Results

- Inbound
- Outbound
- Speech Recognition
- SMS Marketing
- Fulfilment

Background

Lea Valley Audi operates from one of the UK's largest and most prestigious Audi showrooms. It specialises in new and used cars. When the new Audi A3 was launched the corporate goal was to promote a compact car that combined sporting prowess with ultimate levels of comfort and safety.

Audi chose Confero as an outsourced call centre who could approach both their existing clients and competitor clients to promote the launch of the new A3 in a professional and friendly manner, maintaining the Audi image. The objective was to invite customers to come to the showroom to attend the launch and to take a test drive.

Confero Solution

Lea Valley Audi benefited from a specialised team of experienced Telemarketers that were selected specifically for Audi. The team visited the showroom to gain a complete understanding of the image that they were seeking to portray. All the chosen agents were fully trained on the Audi range so they were able to offer advice to customers.

Confero agents called during evening and weekend time slots in order to gain the highest possible penetration of the target prospect base. Additional details regarding age and type of their existing vehicles were captured for future targeting.

Results

Confero assisted in ensuring that Lea Valley's launch of the A3 was the most successful in the UK. 408 hours of outbound calling were conducted and as a result of that, 497 people attended the launch or booked test-drives. An average of 1.22 test-drives were booked per hour. Having succeeded, Confero then won an ongoing contract to arrange test-drives, services and winter checks using the profiled consumer database.

Confero's Senior Management Team with it's combined wealth of experience, gained from prestigious companies like The Listening Company, Sitel and Reuters were able to deliver a comprehensive client programme including database management and outbound telemarketing.

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