

How telemarketing brings car buyers to showrooms.

Success Story – Automotive



Client **Westover Nissan**

*Background
Confero Solution
Results*

Background

Westover Nissan had a number of Almera SE Extra's in stock (pack cars). Newspaper advertising in the local press did not bring in the number of enquires required to sell the remaining cars.

Call Centre Services:

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

With careful selection of previous customers who owned three to five year old models, there was an opportunity to contact each prospect for a new model upgrade. Confero were called in to help.

Confero Solution

An exciting script was written, for Confero's automotive team to follow. There was no direct mail on this campaign.

Confero's agents called each prospective car buyer during evening hours. They booked in those that required a test drive or a showroom visit, whilst marking others for a call back nearer to the time when they would be changing their car. Each call was logged with call notes and outcomes, then emailed to the dealership on a daily basis.

Results

668 prospects were called on a three pass campaign. Confero's agents were able to persuasively express the benefits of the promotion, enticing customers to the dealership.

The end results were 32 test drives and 36 showroom appointments. Total positive results of 68 (10.18% of database).

All Almera's were sold as well as other models such as the Nissan Note. Westover have been delighted with the results and Confero continues to run similar campaigns with Westover and other dealerships.

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*Confero is the fastest growing UK outsourced call centre (Source: Marketing, Haymarket).
The company ethos is to acquire and retain customers for its clients in the most effective manner, using the right blend of inbound, outbound and technology solutions.*