



Automobile

A Suzuki car dealer in Brazil used to collect feedback forms after test drives and showroom visits, after which the sales reps making follow ups of prospects every day through phone. But this resulted in a less than 2% conversion rate from test drive to sales. In another scenario, the dealer conducted a lucky draw contest for those who complete test drives. To participate customers are asked to send a WhatsApp / SMS . The dealer then created 5 sequence messages to be sent on alternate days with Picky Assist.

1st Day : Few images of the cars and specs, pricing details etc

3rd Day : Test Drive video reviews by expert teams

5th Day : Existing customer video testimonials

7th Day : Blog Link of Comparison between other competitors, models and advantages

9th Day : Sends extended warranty offer

--- RESULT ---

2%

Increased Sales

35%

Returning Enquires

80% of the customers usually explore other brands and go for test drives before buying. So perfectly timed relevant messages of Suzuki cars helped in stamping the product in the minds of customers