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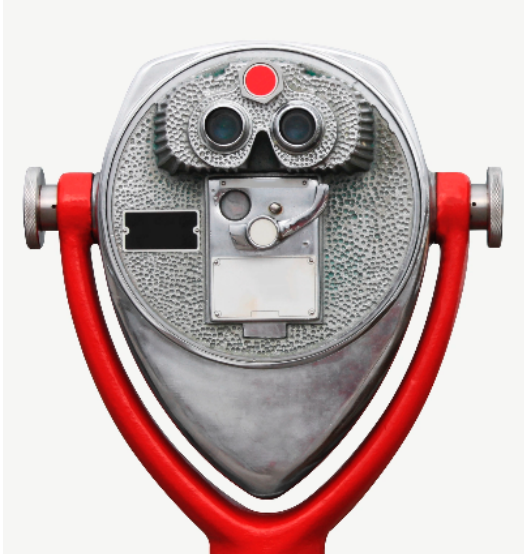
# HOW ŠKODA SAW A 3X INCREASE IN LEAD GENERATION THANKS TO VIDEO COMMERCE.

Škoda Poland  
Case study  
July 2023

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# OVERVIEW



As one of the world's oldest automobile manufacturers, Škoda has always valued innovation. Skoda's continued success is a testament to the company's commitment to quality, value and customer satisfaction.

Škoda automobiles are sold in over 100 countries, and in 2018, total global sales reached 1.25 million units, an increase of 4.4% from the previous year.



# MAIN KPIs

Škoda experienced incredible results related to lead generation, customer experience and customer satisfaction from the very beginning.

**3x**

More leads from 1st week of implementation

**100+**

Leads per week following widget implementation

**4 & 5**

Consistent star customer ratings



Key benefits from video commerce implementation

## Customer insights

Improved customer understanding in real-time conversations & product showcasing.

## Customer journey

Agent & customer relations enhanced thanks to the digital sales agent widget. Agents address questions and pain points in real time.

## Lead generation

The combination of salesperson expertise and digital convenience gives customers marks a clear before & after for car sales.





In an increasingly digital world, where consumers seek more information online rather than in physical points of sale, car manufacturers face the challenge of building relationships and trust with potential clients online.

To combat this challenge, Škoda had strong hopes to make a change in their digital strategy with the implementation of video commerce solutions.

Škoda determined 4 main objectives they aimed to achieve

- 1.** Improve the customer journey
- 2.** Increase customer loyalty & engagement
- 3.** Improve qualitative customer loyalty
- 4.** Drive brand differentiation



# OBJECTIVES

## ANALYSIS

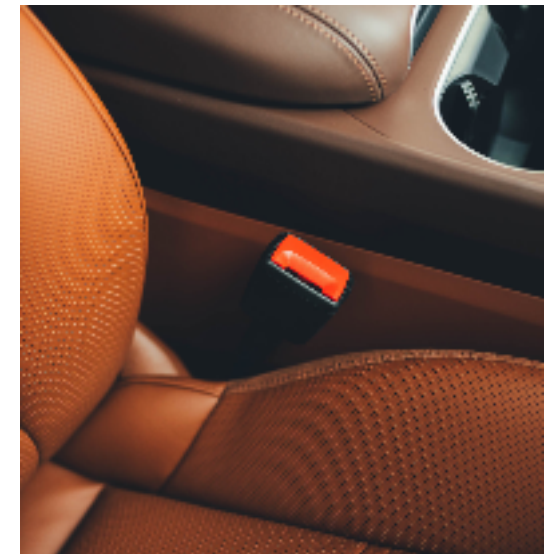
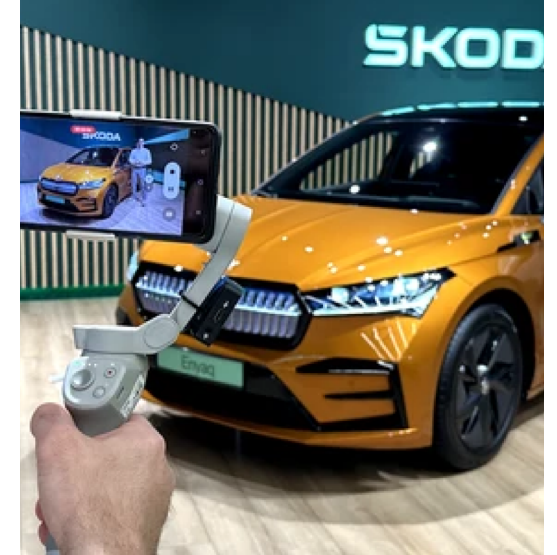
Following the pandemic, Škoda understood the importance of building a phygital Video Commerce strategy that could merge the best of both worlds.

## PROPOSAL

Improving the customer experience within its digital channels was a priority. To do so, they developed a 360° video commerce strategy, with top-notch technology that would enable them to meet their goals.

## PLAN

Škoda implemented the 1 to 1 solution in the form of a widget on every page of their website, giving visibility to the new customer journey where users could choose from instant or scheduled video calls as well as call back requests.



# PLANNING

The implementation of the 1 to 1 live agent widget on their website that allows customers and site visitors to choose between 3 options:  
instant video call  
scheduled video call  
request for call back

Škoda also implemented four live shows every day, giving tours for particular car models which provides a detailed and immersive experience for interested car buyers.

The first few weeks of implementation were for testing, allowing Škoda to iterate and improve the new processes to provide the best customer journey. They saw incredible and fast results, connecting with more customers than ever through their digital channels.



# IMPLEMENTATION

# RESULTS

Within the first three months of implementation, Škoda saw results that represented the true value of video commerce.

## INCREASED LEADS

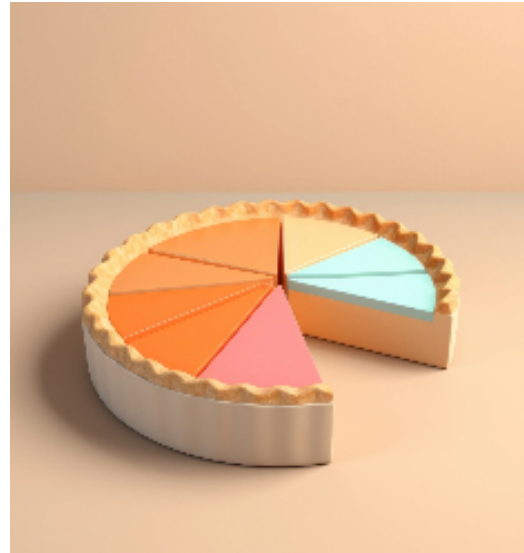
Following implementation, Škoda saw a rise to 250+ qualified leads per month solely through the widget.

## HIGHER CONVERSION

From the widget alone, the leading car manufacturer experienced a 7% conversion rate to widget.

## BOOSTED CUSTOMER JOURNEY

In addition to impressive customer reviews and ratings, Škoda is able to gather insightful data and analytics that further helped them improve the customer experience.





## **HUMAN CONNECTION**

Talking to someone in real time allows customers and the Škoda team to connect, promoting an improved and more efficient sales process for both parties. Overall, the customer experience was enhanced thanks to the adoption of video commerce.

## **LOYALTY AND RETENTION**

Škoda's implementation of video commerce has led to increased user familiarity and loyalty, as customers continue returning for more and new customer acquisition is on the rise through the widget.

## **HIGHLIGHTS**

## **PRACTICALITY**

Customer relationships are now closer than ever before. They have space to ask questions and gain clarity. The Škoda team can seamlessly show cars in the showroom and provide additional resources like manuals, images and videos.





# TESTIMONIAL

“Our team has formed an unbreakable bond with customers. We’ve opened ourselves up to a world of fresh opportunities and endless growth thanks to Video Commerce.

We’ve transformed into an unstoppable team where growth and human connections prevail.”

**Dealer Marketing Specialist**  
**Škoda Poland**



Each and every member of our team is fully invested in the project, putting their hearts into understanding Live video commerce.

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will show you the full  
potential of Video  
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