

# WAV makes full use of WhatsApp Business with Superchat

WAV is committed to providing fast and individual customer service. Find out how the car repair shop successfully manages customer service via WhatsApp.



## Unternehmen

The car repair shop assists customers in the event of damage or repair and offers spare parts for a wide range of brands.

## Branche

Local Businesses

## Standort

Westerstede, Germany

## Unternehmensgröße

10+

## Website

<https://wav-wst.de/>

## Herausforderungen

- WhatsApp Business with multiple users
- Lack of transparency in client communication

The WAV car workshop has been reliably standing by its customers for 30 years, whether it's a stone chip, engine damage or a routine inspection. The workshop also offers a wide range of spare parts for all brands.

## WhatsApp is the most important communication channel

The company wants to offer its customers a first-class and fast service. After all, many people depend on their own car in their daily lives, and in the event of a repair, things have to happen quickly.

Communication is essential in order to be able to respond to the individual concerns of customers. The company receives numerous customer enquiries every day. More than 90 percent of the messages come via WhatsApp.



*"We receive customer enquiries almost exclusively via WhatsApp. Other channels like email are used rather rarely."*



Carsten Fuths, WAV



Carsten Fuths and his colleagues receive requests for appointments and, above all, enquiries about specific spare parts. Each case is individual and the customer messages are very different. However, there is one thing in common: customers want and expect a quick response.

This placed an increasing burden on the WAV team. A private WhatsApp account and also the WhatsApp business app can only be managed from one device and by one user. Each employee communicated with customers via his or her own WhatsApp account, which leads to a loss of overview.

Apart from this, the General Data Protection Regulation has applied to companies within the European Union since 2018. The commercial use of a private WhatsApp account and the WhatsApp Business App do not meet the requirements of the GDPR.

Online reviews are also significant for WAV. Especially when it comes to owning a car, trust is important and customers read reviews on Google in advance. Convincing happy customers in particular to leave a review is an arduous task. In most cases, customers only leave a review if they were dissatisfied or something went wrong.

## More flexibility and efficient processes thanks to Superchat

To overcome the challenges in customer communication and to meet customer expectations, WAV has chosen Superchat's platform.

With Superchat's messaging suite, messages are answered efficiently and straightforwardly. Carsten Fuths and his team respond individually to customers' requests and thus enable expert support via modern communication channels.



*"Superchat is easy to use after a short introduction and the platform gets better with every update."*



Carsten Fuths, WAV



Relevant communication channels are bundled via the platform's intuitive user interface. Email, SMS, Facebook and Co. are united in one inbox, with WhatsApp continuing to be the most important channel for the company. By using it via the WhatsApp Business API, customer communication is now also compatible with the requirements of the General Data Protection Regulation.

Apart from that, several employees now have access to the Inbox at the same time and all communication is bundled in one place. This provides a better overview on the one hand and more control on the other. In addition, customers and employees alike have the possibility to quickly share pictures and documents via WhatsApp. Via drag-and-drop, the files can then be saved in the customer data.

By bundling communication, the response time to incoming enquiries has improved significantly, which has an impact on customer satisfaction. In addition, WAV now has the possibility to send evaluation links to customers without much effort via the Superchat platform.

## How WAV benefits from Superchat

- One login for all channels: Communication is bundled in an inbox that multiple users can access from multiple devices
- Fast response times: Incoming customer enquiries are processed and answered more quickly
- More flexibility: Whether in the workshop or in the office - via the mobile app, employees can respond to customer messages regardless of location.