



SUCCESS STORY

Multi-Brand Auto Dealership Improved Lead Conversion & CX From Google Business Messaging



CUSTOMER PROFILE

- A Leading South Indian Auto Dealer in Chennai With 50+ Sales/ Service Touch Points Spanning Multiple Car, Bike and EV Brands.

BACKGROUND

Google search is a key channel for high-intent inbound leads & customers. Consumers evaluate options based on the accuracy of information on websites, Google Business Profiles (GBP). They rely Google Reviews and star ratings to narrow down their choices.



75% searches

Are location-specific or hyperlocal in nature



89% message

To learn about a product or service

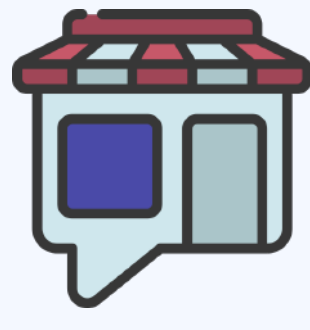


1st choice

For consumers <45 years of age to reach businesses

Today's consumers largely prefer to engage with businesses via private messaging channels more than ever before. Instant messaging and chats are great tools for businesses to ensure the connectedness of their brands to the end consumer.

CHALLENGES



Lack of a Location-Specific Messaging Strategy

It was important for customers and searchers to be able to reach out and speak with the business through messaging channels from Google.



No Automation and No Tracking of Inquiries From Google Business Profiles

There was no mechanism for the central digital team to manage consumer messages from Google search and maps, thereby depriving them of valuable information on potential leads.

SOLUTION

Zceppa Interact

Interact, Zceppa's Unified Inbox offering integrates multiple messaging channels into a single interface so that business users can seamlessly chat with customers.

CUSTOMER TESTIMONIAL

"Zceppa's Interact serves our team really well to manage all our inbound inquiries across multiple channels seamlessly. Brand-specific digital team members are able to respond and convert conversations into leads easily. Thanks to Zceppa."

Ruby, Digital Lead of Khivraj



Notifications provided timely reminders to team members so queries could be responded to in a timely manner.



Insight reports provided response rates that helped take corrective action.



Zceppa Interact enabled all business locations to seamlessly receive direct inbound customer

BUSINESS OUTCOMES



5000

Inbound leads across Google, Facebook, and WhatsApp in a 9-month period



46%

Of inquiries contributed to new leads



95%

Timely response rates resulting in superior customer experience

INTERESTED IN A DEMO SESSION AND FREE TRIAL?

Please write to us sales@zceppa.com or WhatsApp us at [+91 9677095222](tel:+919677095222)

