



DAIMLER CHRYSLER

An Automotive Case Study



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Country: United States

Industry: Automotive

Company Profile

The Chrysler Group, headquartered in Auburn Hills, Michigan, is a unit of DaimlerChrysler AG, the world's fifth largest automaker. The Chrysler Group's brands include Chrysler, Jeep® and Dodge, and feature some of the most recognizable vehicles like the Chrysler 300, Jeep Grand Cherokee, and Dodge Charger.

Business Challenge

The Chrysler Group was challenged to increase the conversion of Web site visitors into actual buyers.

Solution

The company turned to eStara, the most widely deployed click to call service in the world. In addition, the Chrysler Group implemented eStara's Agent Console, which allowed their agents to strategically engage customers and determine their needs.

Results

- Converted 20% of Click to Call calls compared to 10 percent of standard inbound calls
- Experienced 92% call completion rate off Click to Call button
- Increased total call volume -10% of all calls are now Click to Call

"We believe Click to Call helps us increase customer satisfaction... I think as we explore how it can be utilized, there could be other areas where it could be used."

- Bonita Stewart, Director of Interactive Marketing Communications, Daimler Chrysler

The Chrysler Group is a unit of Daimler Chrysler, the world's fifth largest automaker. Its brands include Chrysler, Jeep® and Dodge. The company uses brand websites to find and engage prospective buyers, and then funnel them to local dealerships. To improve this process, the Chrysler Group incorporated eStara's Click to Call and Agent Console services across key purchasing points on brand websites.

Business Challenge

The Chrysler Group utilizes a B2C website to optimize the process of finding prospects, initiating dialogue, engaging the prospect and funneling them to the dealer to purchase a vehicle. They do this by providing customers with intuitive brand and dealer shopping and buying experiences and integrating them with other communications channels. Chrysler, Jeep® and Dodge brands maintain websites that allow potential buyers to gather information about a vehicle -- including pricing, configuration and local dealership inventory availability.

Like most companies with complex product offerings, the Chrysler Group was challenged to increase the conversion of web-site visitors into actual buyers. To do this,

they needed a solution that would help them identify and take advantage of "high value" leads from their brand websites to respond quickly and effectively to those customers. And, where appropriate, refer customers to their local dealerships.

The Chrysler Group's objectives were not uncommon for a complex marketplace like the automotive industry. As a result, they felt they needed to:

- Encourage current "buying window" customers to engage in conversations with Chrysler Group agents at the contact center;
- Improve results from the online quotation engine;
- Improve the process of referring customers to dealerships;
- Build higher customer satisfaction and loyalty.

The primary measures of success were to:

- Increase Web-originated calls from key locations in the brand and dealer websites;
- Manage these calls to measurably sell more vehicles.

Start the conversation with eStara.



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The Chrysler Group needed a solution that would allow for full integration with their existing Lead Manager tool so that data from any new service could be easily incorporated for lead follow up by any of their 2,400 Five Star dealerships. Furthermore, the company needed a full suite of services that could be inserted into brand websites, be functional in promotional emails, and in the future, be used on dealership websites.

Solution

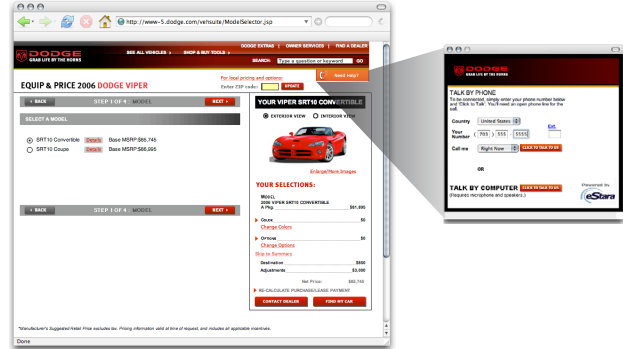
eStara's Click to Call allows visitors to Chrysler Group brand and dealer websites to place calls directly from webpages where near term buyers commonly land. The Web-based calling functionality of Click to Call allows the customer to use either their landline, cell phone or voice-equipped PC to place a call that is immediately routed to the most appropriate contact point in the Chrysler Group contact center. Customer calls are directed dynamically, answered promptly, and can be immediately hot linked to the required dealership when needed. Whether customers were making a purchasing decision, applying for financing, or just needed an answer on how to configure a vehicle for a quote, a Chrysler Group representative was available for assistance. eStara's Agent Console allows the Chrysler Group contact center agent to synchronize voice and data logs of the Web-based call in order to:

- See on their PC screen exactly which page the customer is calling from;
- Quickly determine the caller's needs;
- Deliver the right Web content back to the caller's PC so the customer can proceed with planning the purchase of their desired vehicle.

Results

One measure of success for the Chrysler Group was to sell more vehicles through their websites. According to the Chrysler Group, twice as many Click to Call callers were purchasing a vehicle compared to standard inbound callers.

Using Click to Call, up to 20% of callers have actually bought a vehicle, compared to just 10% of callers that contact the Chrysler Group through traditional marketing materials. Plus, Click to Call initiated sales occurred in less time compared to regular sales leads.



eStara's Click to Call in use on Dodge.com

The other measure of success was to increase web-originated calls from key locations in the brand websites that supported driving these improved sales results.

After launching the service, the company saw no decline in their standard call volume (800 number).

- 92% of users initiated the call after selecting the Click to Call button;
- Today, Click to Call calls account for 10% of all Chrysler Group marketing calls.

The scalability of eStara's Click to Call allowed for seamless integration with the Chrysler Group's existing CRM infrastructure. Furthermore, the turnkey solutions provided by eStara, allowed for easy implementation of the service across all brand sites. The Chrysler Group solicited customer responses to the new service by using online surveys to gauge their experience. The results were positive, more than 76 percent of Click to Call users claimed that the feature greatly or significantly improved their online experience, with some customers noting:

- "Great feature, more companies should look at including this technology in their websites."

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