Make the Most of Mobile Messaging

Use these tips to ensure you're providing the best experience possible through your messaging options, from chat to text.

Do's & Don'ts

DO…
- Address the initial question; then ask for any other contact information.
- Respond quickly. Every second counts with today's consumers.
- Let the consumer lead the conversation.
- Be human! You're not a robot. Look for ways to connect as you gather the information requested.
- Keep messages short and quick.
- Remember: It's a conversation, not a sales pitch. Focus on helping.
- Save lead information.
- Use shortcut buttons.
- Remain professional at all times.

DON'T…
- USE ALL CAPS (that's shouting!)
- Ask more than one question at a time.
- Ignore customer questions.
- Demand customer info before proceeding (provide great service first).
- Obsess over punctuation and formatting.
- Give a dead-end answer (always offer alternatives!)
- Take the customer's texted question as an invitation to send unrelated personal or marketing messages.

Successful Setup Tips
Save headaches and see better results by taking these steps in the beginning:

Designate Multiple People to Chat & Text
The more people you set up to message, the more customers you'll be able to help.

Have a Backup Plan
Team too busy? Want after-hours help? Contact At Once!'s professional messaging experts can manage the chat/text conversations on your behalf as needed.

Complete Your Contact Settings
Be sure that your CRM email address is current and that Contact At Once! is copying all the right people on your conversation transcripts.

Schedule Reports
For the best insight, consistently track how mobile messaging is performing. Start by reviewing the Agent Performance, IM Conversation Detail and Mobile Text Connect Detail reports, which can be sent automatically. *Log into the Contact At Once! portal and click Reports.*

Get Mobile
Make sure everyone who uses the chat and text solutions downloads the free Contact At Once! mobile app (for Apple and Android devices). You'll be able to respond to those conversations, send videos and track that data no matter where you are!

TEXT-SPECIFIC
Create Unique Numbers for Each Dealership
Have multiple locations? Setting up each with its own text number ensures that shoppers can reach the store with the correct inventory.

TEXT-SPECIFIC
Tweak Text Numbers As Needed
You can change the voice call forwarding number and the automated voice, or access the QR code for your dealership's text-enabled numbers. *Log into the Contact At Once! portal, go to the Mobile Text Connect page and select Edit next to the text number in question.*

TEXT-SPECIFIC
Add Your Text Number Everywhere
Beyond the chat and text buttons on your site, don't forget to share your dealership's text-enabled phone number wherever inventory is promoted (VDPs, print ads, commercials, signs, etc.).

CHAT-SPECIFIC
Personalize Your Brand
People sell cars, so add the faces of your team members (photo no larger than 110x110 pixels) to the dealer chat invitation! This can help you engage and convert shoppers 3 times as much as static icons (per dealers who have used both).

Best Practices
Make your customers happy and improve your lead data capture (and conversion):

Greet Consumers from the Get-Go
Using your name in the chat or text conversation helps personalize the experience, build a relationship and encourages the consumer to share their own name.

Answer in Your Name
Sharing desks at the dealership? Be sure you're signed into the Contact At Once! software under your name (or use the mobile app) for better records.

Be Available
Contact At Once! software knows when you're available to respond to consumers. If no one on your team has touched their computer for 5 minutes (and no one is logged into the mobile app), chat invitations are removed to prevent poor customer experiences.

Another reason why you should set up multiple people on your team, use the mobile app AND consider our professional messaging experts' help!

Use Your Shortcut Buttons
These prewritten responses were created to save time when responding to FAQs via text or chat. You can even personalize them!

Ask for Information
You want to score as much customer data as possible. Always ask for their name, email or best way to reach them at some point, and the information can be saved in your CRM.

Offer More Than Expected
Providing extra service may score you more contact info. Offer to text or email pictures of particular vehicle features. Offer to email them more details if they aren't able to come in.

Complete the Customer Profile
After each conversation, make sure all the lead information was captured as you want. Hit the Update button to save it!

Take Advantage of Free Training
Get a refresher on how the various chat/text features work:

contactatonce.com/live-chat-training