



Fiat Increased Conversion Rate by %98 via Instant Video Call Service!

Industry: Automotive

About 11Sight

11Sight provides a platform for service providers and corporate companies to share a “button” on a website, e-mail, SMS, or banner ads. The button, when clicked, bi-directionally connects the customer with the service provider for video interaction. The result is instant communication for faster service and faster commerce.

The Story

Online to offline traffic approach

Customers go online more than ever. Be it intentionally or unintentionally, staying at home dragged down showroom traffic in the automotive industry. Customers tend to search online and buy offline for many years now. Marketers were looking for ways to enhance the online customer experience to give better service. 11Sight is a perfect fit to provide a customized service for online customers, and direct them to offline stores.

Building trust by video call

Customers are happier, buy faster, engage in business with more trust when they can see and talk to a sales or support person. Businesses have a shorter sales cycle and lower customer acquisition costs if they interact with a customer on a video channel. Any traditional business transaction that can be started or completed online saves driving time, translating into time savings, business acceleration, and customer satisfaction.

The virtual presence enabled by video broadens the number of brands of the future where goods and services are sold online. Imagine that you can get all the necessary information about the car you are willing to buy with just one click.



First location-based instant video call approach

Fiat customers will see a “call us now” button if there’s an available dealership nearby. Fiat.com.tr gets the location information of users and the button is directed automatically to the nearest showroom.

Expanding to online sales

With 11Sight, Fiat expanded their sales area too. Now every user, from any city can see cars online. They only go to the showroom to sign contracts and get their car. 1150 cars were sold so far, and still counting!

Challenges

Behavioral change in dealerships

We observed 6 months of time is enough to obtain positive outcomes

Behavioral change in visitors

- During the first months;
 - website visitors tried to understand new video call feature,
 - %20 of the total calls were 5-10 sec long,
 - Customers hung up easily
- Call length average is now around 20 minutes
- Every month, number of customers hanging up dropped dramatically now it is around %1

Solution

Customer driven product development

- Video only - 1st year
- Voice & text communication added - next quarter
- Screen sharing added - next quarter
- File sharing added - next quarter



- Pointing - AR added - next quarter
- CRM integration added - next quarter
- Survey added
- Push notification for Sales managers
- Super Button - Sales / Technical Service / Accounting
- 3-way calling added - next year
- vMeet added - next year
- Background management - TBD

Results

98% Increase in conversion rate!

3X increase in showroom traffic

94% customer satisfaction!

50% decrease in time spent to close sales

2019

	<i>Lead</i>	<i>Voice Call</i>	<i>Video Call</i>
Lead	26.458	2421	1766
Conversion	16.496	807	237
Conversion rate	62,3%	33,3%	13,4%
Sales	476	63	67
Sales rate	1,8%	2,6%	3,8%
Conversion time	25	32	19

01.04.2020 - 31.12.2020 - Covid-19



<i>Video Call</i>	
<i>Lead</i>	17.500
<i>Sales</i>	1150
<i>Sales Rate</i>	6.5%
<i>Call Answer Rate</i>	45%

Future Plan

We also realize 42.9% of all call requests are after office hours. We are planning to start a new program called “Dealer on Duty” to answer customer requests.

We are constantly adding new features to our application. Our future plans include;

- Background customization,
- Scheduling, calendar integrations,
- Enhanced AR features,
- Whiteboard integrations; and other features designed by the market necessities and customer requests.