

Who Is Salmon Arm GM?

Ian Gray's Salmon Arm GM is a GM dealership located in the heart of the Shuswap in British Columbia, service area stretches from Kamloops to Revelstoke, from Sicamous to Armstrong, and all small towns in between

What was the challenge: While Salmon Arm GM had a chat tool on their website, they were unhappy with the customer experience and only converted **1.5%** of their website visitors into chats, they needed to find a better solution. They spent thousands of dollars driving visitors to their website every month but ultimately were not happy with their website conversion rate and the number of leads that were generated by the chat tool.

More Engagement!


Their old chat solution was a passive chat solution that was only engaging with 1.5% of their website traffic and once that website visitor left, it was gone for good.

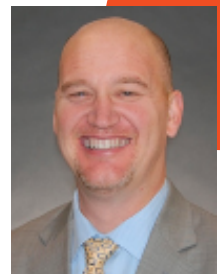
It failed to engage with additional high intent website visitors. With Optimy, we can now "greet them when they are still online and potentially build that relationship of trust that would lead us to the sale or service," said Ian.

Active Outreach engagement module automatically identified high intent website traffic. Optimy's personalized calls-to-action are based on website behavior like:

- i visit duration
- ii page journey
- iii IP address

Based on this information the Optimy platform engages online visitors on different pages and with different calls to action such as: Banners, Buttons, Offers, and Nudges. This personalization engages more website visitors. Optimy has an engagement rate of **8.7%** vs the incumbent chat tool at **1.5%**. This means that Optimy's active outreach connected with more website visitors than the incumbent.


When Salmon Arm switched to Optimy, the engagement rate increased to
8.7%



Ian Gray
Owner/General Manager

IAN GRAY'S
SALMON ARM GM



An increase of **7.2%** over the previous provider.

More Conversations!

Now that more website visitors were engaging in conversation, Optimy also helped Salmon Arm by providing a digital concierge team to staff the chat, identify high intent leads and manage appointment booking for the dealership. Optimy's digital concierge team responds to conversations within 7 seconds which means that you'll never have to worry about response time or unanswered calls ever again. Our team of experts have formalized sales training knowledge that ensures that we gain the most out of every conversation.

Optimy's goal is to generate more real live conversations with real humans.

More Qualified Leads!

More conversations mean more leads! Our digital concierge team is happy to navigate your online visitor questions and score buyer intent to determine who a qualified lead is and who is not. Creating a better customer experience online leads to more high-quality conversations, which leads to more qualified hot leads.



In fact, Optimy had more than **4x** more qualified leads than the incumbent, resulting in over **13** more qualified leads than they were previously getting.

More Sales!

With **13** more qualified leads per month, it was easy to close an additional **4x** more sales than was previously attributed to their chat service.

Hot Lead transfer!

Your showroom sales reps want more leads but diverting them to monitor website chat traffic often yields to wasting their time with abandoned chats, tire kickers and mystery shoppers.

Introducing One-Click Connect – Hot Leadchat transfer to your available reps on the showroom floor.

Based on specific qualifying criteria, our digital concierge team uses modern lead scoring techniques to gauge the level of intent of interested buyers on the website and pass along buying-ready hot leads.

For website visitors that just want a call back or an appointment, we handle that like a charm. But those who want to go deeper, who want to know inventory, pricing, discounts, trade in value, Optimy goes the extra mile.

Those live chat conversations that qualify for Hot Lead Transfer are entered into a SMS queue to your showroom reps that are online. Whoever picks up the text message first will automatically be joined into the Hot Lead chat with one-click where the showroom sales rep can continue the conversation and provide a premium customer experience.

Need help finding a car?



They can discuss pricing options, inventory options, screen share to assess trade in value, do video walkarounds to show features and Build, price and negotiate like you would in the showroom.

Results	Passive Inbound Chat Average		Optimy		Difference	
Monthly Website Traffic	4,000		4,000			
Website Engagement (more Clicks)	1.5%	60	8.7%	348	6x More Engagement	288
Conversations	27		189		7x More Conversations!	162
Qualified Leads	5		18		4x More Leads!	13
Sales	2		4		2x More Sales!	2

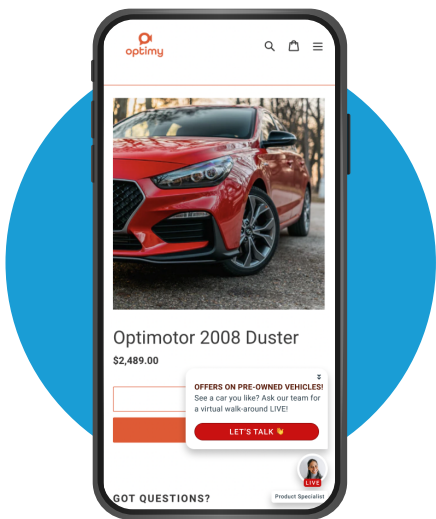
Return on Investment

The average margin on a car sold this year was \$2,800 and with 2 additional cars being sold directly attributed to a better website/chat experience, this generated an additional \$5,600 in bottom line for the dealership.

Royfoss is one of the busiest dealerships across Canada with over 10,000 website visitors per month. Based on this website traffic and the number of conversations that were handled by the Optimy team, their pricing tier was our platinum level 1 that retails for **\$795 per month**.

The resulting ROI that was attributed to upgrading their chat experience was:

\$5,600/\$795 = 704%



Bottom line: Good enough is no longer a valid reason to keep doing things the same way when dramatically better results for the same or similar cost are at your fingertips. With increased competition, dealers cannot afford to sit back and wait for customers to engage with them. They need a tool like Optimy to proactively seek out new customers and provide a better customer experience that generates more sales.

Salmon Arm GM, one of the busiest dealerships in British Columbia and a leader in adopting new technologies recognized that they needed to improve their website chat experience and chose Optimy to personalize their chat engagement, get more leads and convert more leads to sales.