



## How Live Chat Revolutionized the Auto Dealerships

Customer Service &  
Sales through  
**LIVE CHAT**



LiveAdmins  
Since 2002

## Introduction to North Hollywood Toyota

North Hollywood Toyota is one of the leading auto dealers of the San Fernando Valley for new as well as used Toyota cars and trucks.

The company has been able to carve a distinction through exemplary customer service and helping clients find the right vehicles within their budget.

A wide range of Toyota vehicles, from Tundra to Prius, are offered to clients. Besides offering cars, North Hollywood Toyota also offers Parts, Accessories, Maintenance, and Car Body work repair services.

## How LiveAdmins Live Chat Support Software Impacted North Hollywood Toyota?

The integration of LiveAdmins Live Chat Service on the website of North Hollywood Toyota helped in several different ways.

Here are some of the important milestones accomplished because of LiveAdmins Live Chat Software and the Live Chat Service offered to North Hollywood Toyota.

- The level of Customer Engagement increased manifold when compared to the chats managed by the company staff.
- They no longer have missed chats, additionally timely responses have increased customers satisfaction levels.
- Focused chat conversations save time, effort and resources.
- Increased number of complete contact details, within a lead, had a great impact on the quality of leads delivered.

- Uniformity of responses used for all different departments within the dealership (Sales, Finance, Service, Parts, and Body Shop) ensured similar quality of Customer Experience for all the visitors.
- The overall sales increased as a result of direct chats with operators as compared to other third party lead providers.

“LiveAdmins greeters, as per our instructions, do not quote internet price (unlike our internal staff) which helps us materialize greater profit margins.”

– Noel Graham (Internet Sales Manager North Hollywood Toyota)

## Results Achieved Through LiveAdmins Live Chat Service

Here is a quick overview of the results achieved in terms of sales for the year 2014.

- A total of 2,000 sales leads were sent.
- A total of 4,800 chats were initiated.
- LiveAdmins Live Chat generated 3,200 meaningful chats.
- 1,200 of the chats were service related inquires.

In 2014, North Hollywood Toyota was able attribute an additional 66 cars sold directly as a result of the integration of LiveAdmins Live Chat Service on the website.

53% of those were New cars and 47% were Used.

Additionally, numerous other customers who were already in communication with the dealership via other means, chose to use the Live Chat Service before finalizing their transactions.

The dealer consistently reported a very healthy Return on Investment for the LiveAdmins Live Chat Service.

## About LiveAdmins

LiveAdmins LLC is an industry leader in Live Chat service working since 2002. The company has been able to grow its presence beyond borders and across various industries including Auto, Realtors, Law, Education, Healthcare, Home Improvement & Landscaping, Tourism & Hospitality, and Career Services.

The real time online customer support helps our clients increase ROI and offers value-for-money services to their customers.

Some of the businesses which have hired and utilized our services have materialized more than 50% conversion of visitors coming to their website.