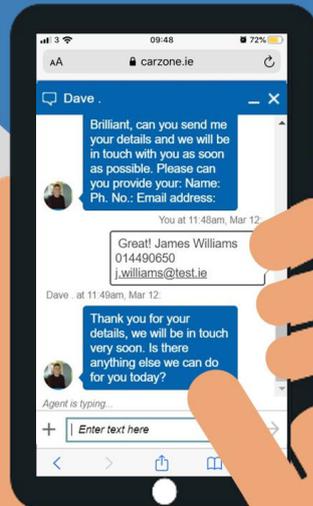


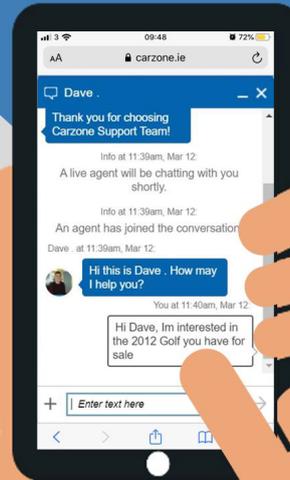
Carzone

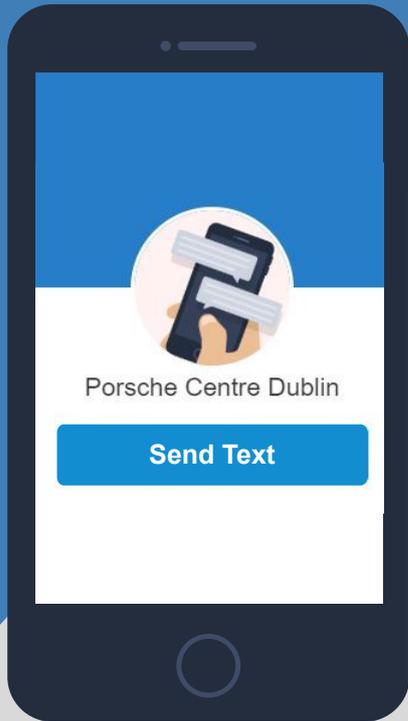
Live chat & text guide



What is Live Chat?

Live chat is an online tool that can be used by dealers to communicate with their customers instantly on Carzone. This one to one communication allows you to answer questions in real-time with engaged car buyers who are currently in the consideration stage and viewing your vehicles online.



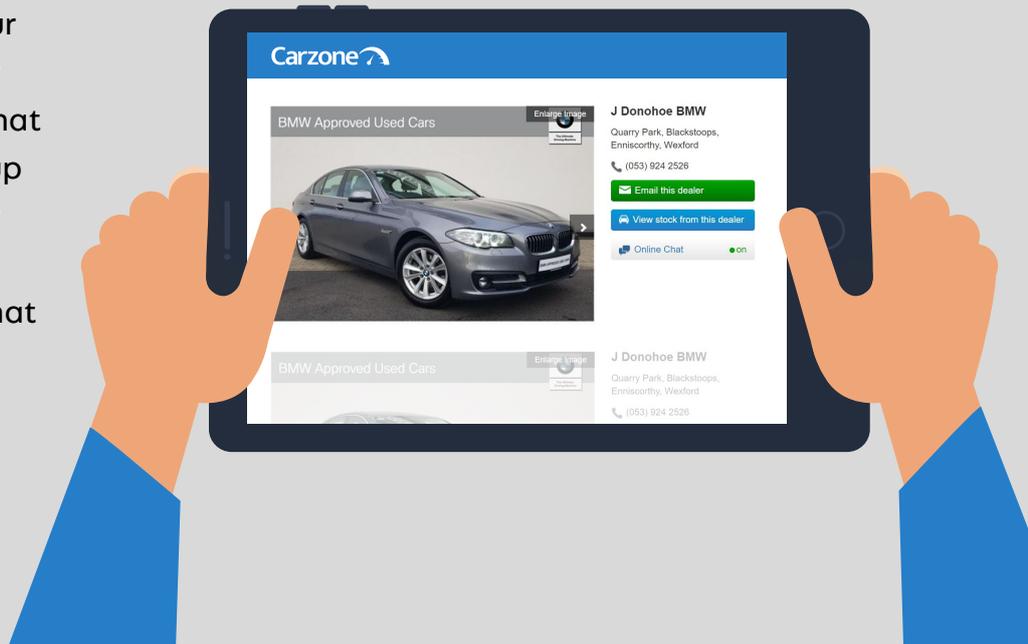


What is text?

Text allows you to message a dealer directly to their phone. It is used for out of hours times, when a dealership is closed. Dealers can use this system to give real-time responses for queries about their stock or to arrange test drives and valuations.

Where do chats and texts come from?

Users that are browsing Carzone can initiate a chat either on your vehicle listing or on your dealer page. The user just clicks the chat button and a window will pop up on your chat agents desktop or phone to accept. Dealers can setup a number of people as chat agents in their business and answer several chats at a time.



Are these interactions considered leads?

Interactions with engaged car buyers are always considered leads. This is an opportunity to answer any questions the user may have about the vehicle whilst they are currently in the consideration process. Capturing the customers details to arrange a test drive, valuation of their own car or even consider other stock in your forecourt can be done easily via this system and will be sent directly to your mailbox to follow-up.

