

AUTOMOTIVE SALES CASE STUDY

Walser | Automotive Group

TRUVIDEO INCREASES SALES APPOINTMENT SET RATE BY 52% FOR WALSER AUTOMOTIVE GROUP OVER THE PAST YEAR.

TruVideo increased the sales appointment rate to 32% for Walser Automotive Group over the past year. They increased their appointment set rate 11 points YOY, with their highest store hitting a 50% set rate. From management usage to their hiring process, video is at the core of Walser's digital strategy, and they quickly saw the results.



TRUVIDEO

WWW.TRUVIDEO.COM
INFO@TRUVIDEO.COM
PHONE: (781) 819-0125

888 WORCESTER STREET
FLOOR 3, SUITE 340
WELLESLEY, MA 02482



INFO@TRUVIDEO.COM



(781) 819-0125



TRUVIDEO.COM

PROBLEM

“What does the new showroom of the future look like when your traffic is 90% digital, and people are not walking through the front door?”

- Ashley Cavazos - Sr. Manager, Digital Sales Performance.

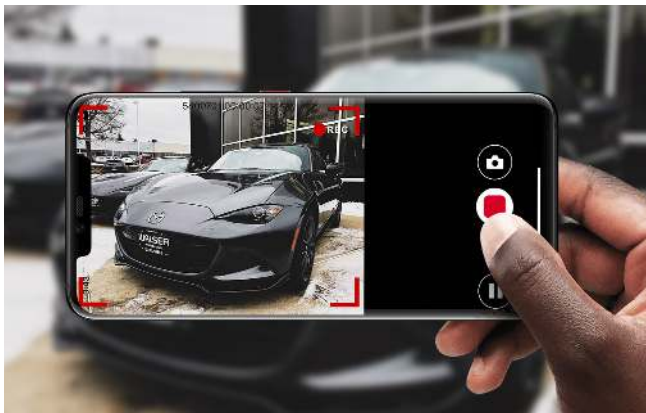
As with every dealership, converting website leads into showroom visits is a high priority. This became exponentially more critical with the rise of Covid. How do you build trust, confidence, and credibility from an email lead?



METHODOLOGY

Walser sought to improve their appointment show rates and sales conversions, so they decided to implement an aggressive video strategy. Ashley Cavazos, the Senior Manager of Digital Sales Performance, worked with Walser's 17 Minneapolis stores to track and manage the goal of driving a 100% video to lead ratio. When asked what the key to success was, Cavazos stated that it was a top-down effort. Managers set the standard by taking videos themselves and

making it a requirement to take a personalized video on all new leads. From the top-down, managers and their sales teams started responding to internet leads with custom videos that showed customers the car they were looking for and their friendly faces. Walser embraced this solution so much that they have since added it to their hiring process. Every new candidate must submit a video with their resume.



SOLUTION



TruSales enables sales teams to send personalized walk around videos of vehicles to customers.

With the TruSales platform, dealerships are now able to establish a relationship with a potential buyer before they even step foot onto the lot by virtually responding to leads with a detailed video of the exact car they are interested in buying. With new safety protocols, it is more important than ever to maintain social distance and conduct more of the car buying process remotely. Video has been proven to improve appointment set rates, increase show rates, and ultimately positively affect sales conversion rates. Through consistent use of video in the sales process, dealers have seen a 40% improvement in their leads-to-sales ratio.



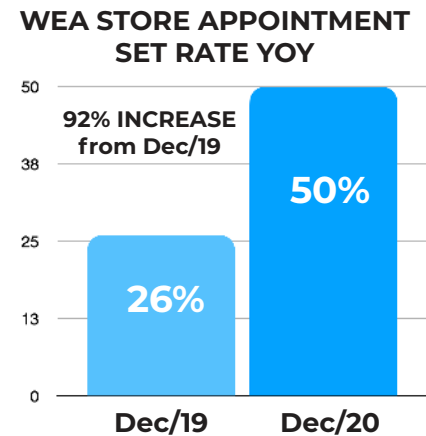
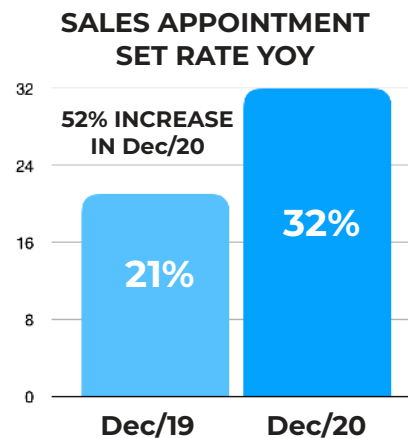
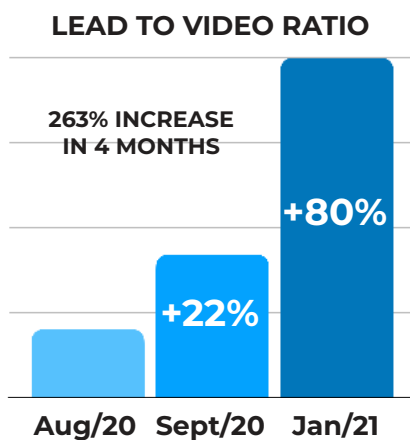
TruReports provides dealerships with real-time analytics on utilization, customer sentiment, and engagement. You see in real time when they watch or share videos and how they feel about it. Also, the Pulse feature allows dealer management to address customer issues immediately and fix any systemic deficiencies going forward. Thus, addressing concerns in real time.



RESULTS

Walser Automotive Group understood car buyers' needs in this digital age and implemented TruVideo's TruSales platform into their Minnesota stores in 2020. The results have been astounding. This led to one of their stores ranking #1 in retail sales in their district. Appointment set rates, contacts, and engagement rates increased as well as closing percentages. Walser then implemented TruVideo to all their stores, and in less than a year, increased their appointment set rate by 11%. Video is their focus. It's their top priority to hit 100% video to lead with quality videos that give that personal touch.

WALSER GROUP (MN) - 17 STORES



#1

Buick GMC
Bloomington
became the
#1 dealer in
Minnesota in 2020



3

stores doubled their
appointment set rate
during this time and
are sending 70%+
videos to leads



1,521

more appointments
set in Dec/20 than
Dec/19. A 52%
increase to a total
of 32% set rate



6,739

videos sent to
prospective
buyers in Dec/20
from The Walser
Group

CLIENT RESPONSE

“What does the new showroom of the future look like when your traffic is 90% digital, and people are not walking through the front door? At Walser, that’s what we strive to solve. Our customers are digital, and we’re in a time right now where they want to do everything remotely. You have to give your customers a video. A video strategy is our top priority. We have to deliver a high quality video with a personal touch to 100% of our leads. Before sales teams do anything with a lead, they go out and do the video first. Our Polar Chevrolet store accomplished this, and they are consistently ranking as the highest closing store for new car sales in our group.

What we like about TruVideo is that the app is dependable, unlike other apps I’ve worked with in the past. TruVideo’s functionality is just right and easy to use. The reporting features are beneficial from a manager and enterprise level.”

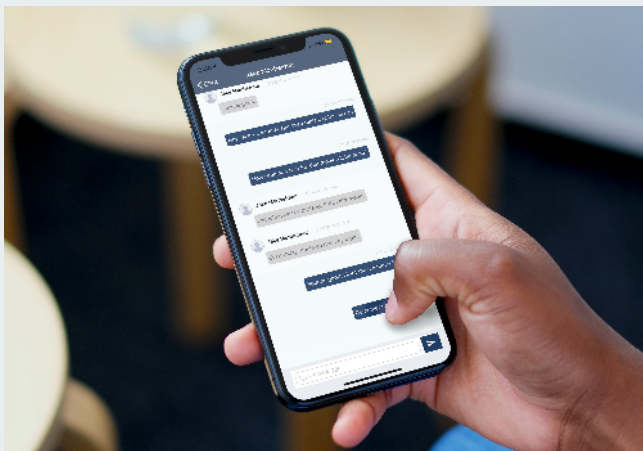
Ashley Cavazos

Sr. Manager, Digital Sales Performance



LOOKING FORWARD

Walser plans to further this initiative by pushing for that 100% video to lead ratio and adding TruSales to their Kansas stores. A few ways they plan to execute this is with video contests and an emphasis on training. Walser is leading the industry in digital sales by communicating transparently using video communication.

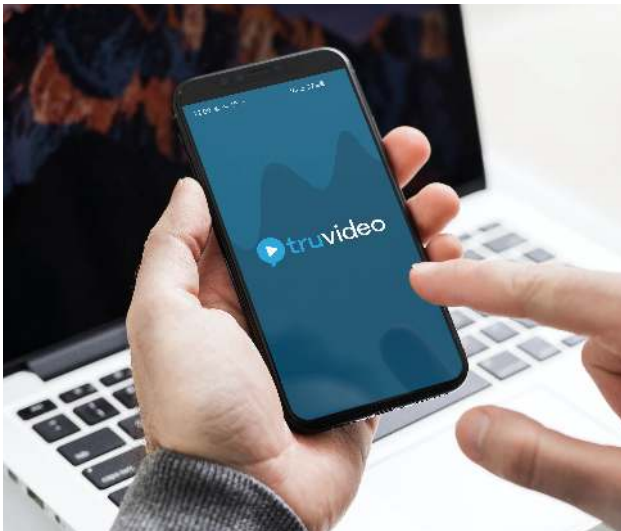


ABOUT

Walser | Automotive Group [WALSER.COM](https://www.walser.com)

Walser Automotive Group has been family owned and operated in Minnesota for over 60 years where they pioneered their “Best Price First” philosophy. Walser offers the lowest price they can on every vehicle from the start: no hassle or haggle required.

Walser invests in organizations, initiatives, and causes that support people in the communities where they live and work. Walser Automotive Group donates 5% of pre-tax earnings to the Walser Foundation and is a proud member of the Minnesota Keystone Program.



truvideo [TRUVIDEO.COM](https://www.truvideo.com)

TruVideo is a video-first texting platform to improve customer experience and increase sales and service revenue by communicating transparently. TruVideo's platform offers streamlined service inspections, sales walkarounds, estimates, internal chat, approvals, and payments. This revolutionary platform fixes the communication chain between the dealership and the customer by connecting through personalized videos, texts, and mobile-friendly features. With all these features and the enhanced reporting on customer engagement and real-time sentiment, no product is as comprehensive as TruVideo.