

WildJar partners with Moneypenny to help dealerships accelerate sales

A partnership between leading outsourced communications expert, Moneypenny and call intelligence software provider, WildJar promises to support the automotive industry with improved customer experience and revenues.

Both technology companies have extensive experience in the sector and recognise the challenges faced by automotive dealerships when generating and maximising valuable telephone leads.

Moneypenny – which handles more than 600,000 customer interactions for dealers and service centres across the UK each year – supports brands such as BMW and Mazda with telephone answering and live chat to ensure dealers are always available when customers need them.

WildJar helps dealerships to recover lost opportunities immediately by sending missed lead alerts via SMS or email, which can be integrated into Lead Management Systems to nurture sales opportunities and shape future marketing campaigns.

Under the terms of the partnership, WildJar will refer dealerships that struggle to manage inbound call volumes to Moneypenny for a robust, ongoing lead handling solution.

Stephanie Vaughan-Jones, Head of Automotive Sector at Moneypenny, said: “Over the last 18 months, we’ve watched closely as demand within the industry has risen and fallen. Data tells us that enquiry volumes are now back to pre-lockdown levels, but many dealerships are still operating with reduced teams – or are simply too busy on the showroom floor to handle enquiries.

“Dealerships need to deliver a positive, timely and professional customer experience in order to quickly recover from the worst slump in new car sales in recent years. Now’s the time to invest in the technology and outsourced partners to do so.”

WildJar first found success in Australia, before launching in the UK in 2018 and now has over 600 automotive businesses signed up to its state-of-the-art platform.

Frank Clemente, Head of Sales for UK and Ireland, commented: “Phones ringing out, busy lines, transferred calls abandoned and active sales calls hitting the dreaded ‘dial this for service and that for sales’ is seriously costing dealers – both in terms of cash and reputation.

“Giving each customer a fantastic and memorable first impression over the phone is crucial, particularly as consumers on the phone are ready to buy. We look forward to working alongside Moneypenny to help boost dealerships’ sales and support the industry back to full strength.”

Finding the right solution At WildJar, we provide advanced call tracking solutions that are easy to use, so you can focus more on building your business. With seamless integration available to collate your existing resources, it’s simpler to generate, track and implement strategies to keep your business ticking.

Our call tracking platform was built with Automotive and Agencies in mind. Our channel partner program is the easiest and quickest way to deliver a cutting edge call tracking solution to your clients, whilst generating an additional revenue stream for your business.

Book a demo today and find out why more businesses worldwide are turning to WildJar for their business solutions.

Contacts

James O'Neill
1300317533
mailto: hello@wildjar.com