

Connect Texting

Communicate quickly and directly with customers the way they prefer to be reached.



With an excess of information at their fingertips, customers expect a more personalized shopping experience from the dealership. Dealers often focus their efforts on creating customized offers, but without considering how they are delivered to the customer.

64%

of consumers prefer to use texting over voice as a customer service channel.¹

77%

of consumers aged 18-34 are likely to have a positive perception of a company that texts.¹

6 Minutes

is the average time it takes for a person to respond to a text.²

With VinSolutions Connect Texting, you can build stronger customer relationships through higher levels of engagement while accommodating their busy schedules. As shoppers spend less time in the market and visit fewer dealerships, you need to be able to give them the information they want when they want it.



Features

- **Customer Conversation History –**
Gain a fuller view of your customer with text conversations between your dealership and your customers consolidated into the customer record.
- **Send Photos and Videos –**
Deliver views of the vehicle exactly the way your customers want to see them. Use the VinSolutions Connect mobile CRM to engage with your customers from anywhere on the lot.
- **Customer Texting Opt-in –**
Keep your dealership's marketing efforts compliant with proper opt-in requests in the CRM, avoiding fees that could cut into your profitability.

1. Harris Poll on behalf of OneReach, "The High Demand for Customer Service vs Text Message." 2014.

2. Agathe Battestini, Vidya Setlur, Timothy Sohn. "A Large Scale Study of Text Messaging Use." 2010.

VinSolutions
Make every connection count.