



Marketing Specialists in The Motor Industry

WhatContact and Lead Validation



Lead Validation

Ensure every lead you receive is contactable!



Lead Validation is a cutting-edge system developed to enhance lead quality for dealerships. Performing thorough checks on contact numbers ensures that only valid, active numbers connected to a network are passed on to dealerships.

Key Features:

- **Number Verification:** The system automatically validates contact numbers, confirming they are active and connected to a network.
- **Focus on Genuine Leads:** By filtering out invalid numbers, dealerships can focus on leads with higher conversion potential.
- **Enhanced Communication Efficiency:** Validated contact numbers ensure seamless communication with prospects, minimizing time wasted on unresponsive leads.

Performance Highlights:

- **Improved Lead Quality:** Lead Validation significantly reduces the likelihood of dealing with inactive or fake numbers, ensuring that dealerships are working with legitimate potential customers.
- **Increased Efficiency:** By streamlining the lead validation process, the system improves overall communication and sales workflow, saving time and resources.
- **Higher Conversion Rates:** With verified, active numbers, dealerships are more likely to reach and engage genuine leads, boosting the chances of conversion.



Lead Validation

Ensure every lead you receive is contactable!

Problem

- Not all leads are contactable.
- Demotivates Staff.
- Wastes time.

Cause

- Incorrect number entered when submitting a lead.

Solution

- System checks and filters invalid or inactive contact numbers.
- We provide two social contact numbers and validate both.
- Increase contactability.
- Understand true cost per lead.

Benefits

- Cleaner database.
- Contact more buyers.
- Saves salesman time.
- Happy salesman, more productivity, increased sales.

Other | - Lead Gen | # | Ford Used | Dynamic | Aug 24 | EC, FS, KZN

LeadID	Number 1	Result	Number 2	Result	Final Result
7.6E+14	278	Live	277	Absent Subscriber	Pass
7.87E+15	277	Live	277	Live	Pass
7.92E+14	277	Live	277	Live	Pass
7.95E+14	276	Absent Subscriber	276	Live	Pass
7.99E+14	276	Live	276	Live	Pass
7.99E+14	277	Live	277	Live	Pass
8.04E+14	277	Absent Subscriber	277	Absent Subscriber	Failed
8.13E+14	278	Dead	276	Live	Pass
8.15E+14	277	Live	277	Live	Pass
8.16E+14	278	Absent Subscriber	278	Live	Pass
8.18E+14		error	278	Live	Pass
8.36E+14	null	null	277	Live	Pass
8.38E+15	276	Live	276	Live	Pass
8.39E+15	277	Live	277	Live	Pass
8.4E+14	277	Live	271	error	Pass
8.52E+14	278	Live	278	Live	Pass
8.54E+14	277	Dead	277	Dead	Failed
8.57E+14	277	Live	277	Absent Subscriber	Pass
8.61E+14	278	Dead	277	Live	Pass
8.7E+14	277	Dead	277	Live	Pass
8.73E+14	9	error	276	Absent Subscriber	Failed
8.88E+14	278	Live	278	Live	Pass
8.99E+14	278	Live	278	Live	Pass
9.67E+14	277	Live	277	Live	Pass
9.82E+14	276	Live	276	Live	Pass
9.9E+14	278	Live	278	Live	Pass
9.91E+14	276	Live	276	Live	Pass
9.94E+14	277	Live	277	Live	Pass
9.95E+14	278	Live	278	Live	Pass
Total	144	105	118	129	
		73%		90%	

Total	144	105	118	129
		73%		90%

Increased contactability of social leads by 17% when receiving two numbers.

Lead Validation

Ensure every lead you receive is contactable!

Lead Validation plays a crucial role in optimizing the lead generation process for dealerships. Delivering only valid and verified contact numbers, enhances communication efficiency and helps focus efforts on genuine prospects, driving better sales results.

Monthly System Cost
R 500 Excl. VAT



WhatContact

Connecting You to ALL Your Customers!



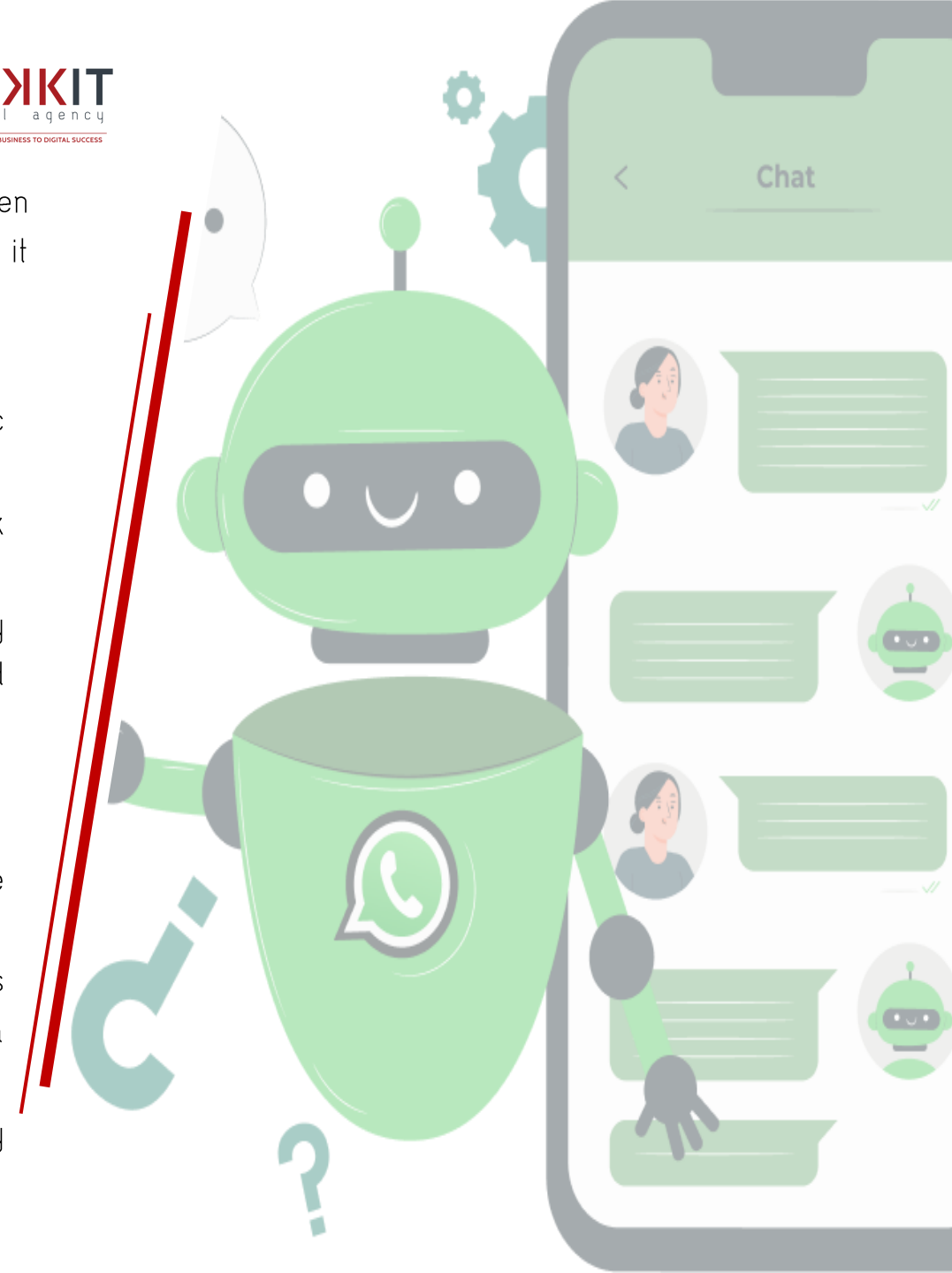
WhatContact is a powerful automation tool designed to streamline communication between dealerships and potential buyers. By sending automated messages after a vehicle enquiry, it ensures prompt and efficient engagement with clients.

Key Features:

- **Automated Messaging:** Immediately after a vehicle enquiry, WhatContact sends an automatic message prompting clients to request and save the dealership's contact details.
- **Current Stock Catalogue:** Clients have direct access to the dealership's real-time stock through an easy-to-navigate digital catalog.
- **Issue Escalation:** The bot includes a built-in feature allowing customers to escalate any service-related issues directly to management, fostering quicker resolution and enhanced customer satisfaction.

Performance Highlights:

- **Improved Customer Engagement:** The automated prompt encourages clients to save dealership details, ensuring they have easy access to your contact information.
- **Increased Lead Conversion:** By providing immediate access to the dealership's stock, buyers can browse available vehicles right after submitting an enquiry, increasing the chances of a sale.
- **Better Customer Service:** With the escalation feature, dealerships can swiftly address any service issues, ensuring smoother operations and higher customer satisfaction.



WhatContact

Connecting You to ALL Your Customers!

Problem

- Buyers don't recognize the number.
- Buyers don't answer.
- Buyers can't remember the vehicle they enquired on.
- Poor service from salesman/dealership.

Cause

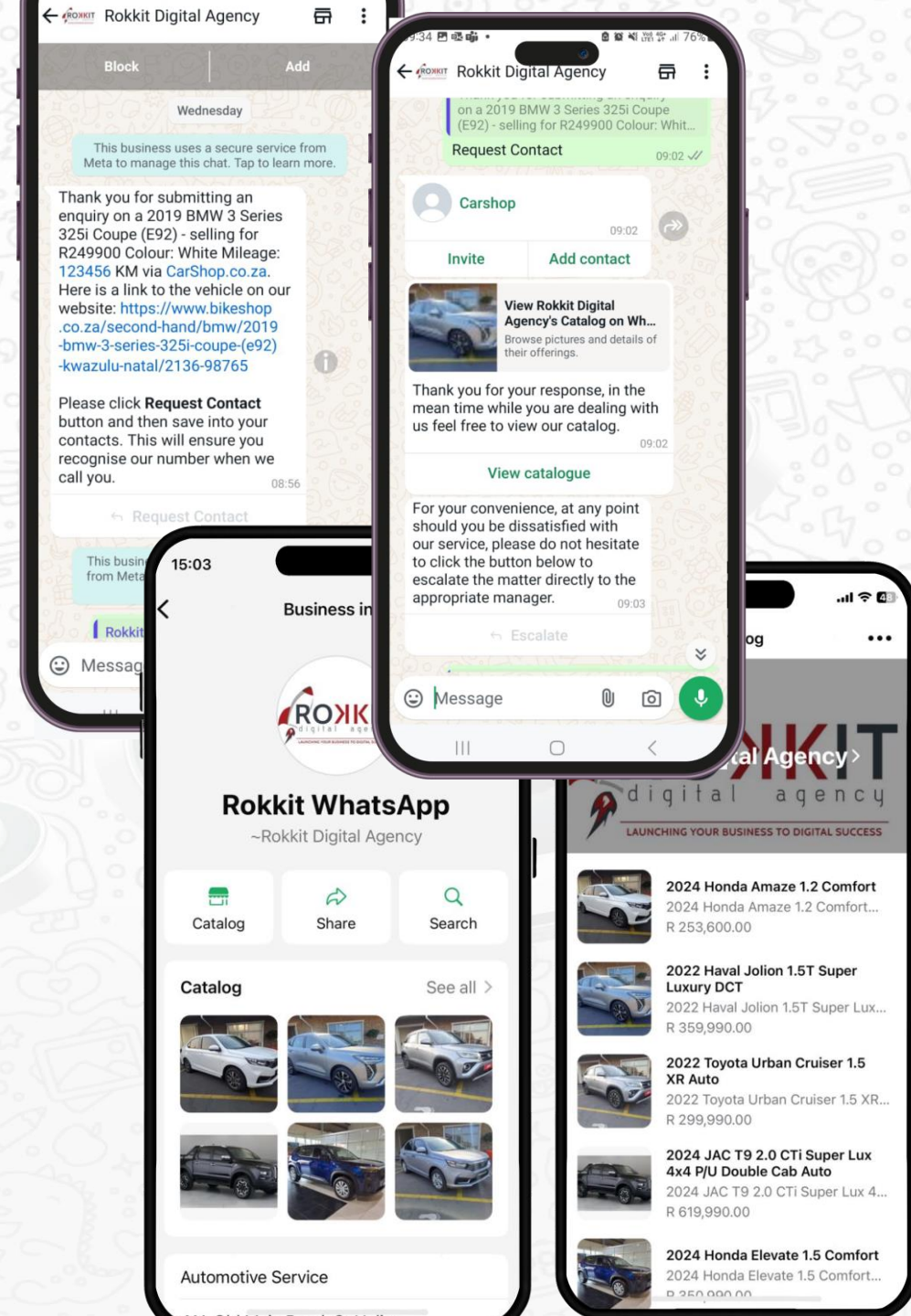
- The buyer only recognizes the number if it's saved in their contacts.
- Buyer might not be free when enquiring.
- Salesman prematurely marking clients as "Closed" or "Not Interested".

Solution

- Send enquiry details and include a link to the vehicle on your website.
- Send a business card to the buyer.
- Live, daily updated stock in the WhatsApp catalog.
- Gather customer service feedback before it's too late.

Benefits

- Build a cleaner database.
- Link to own website - use aggregator leads to send to your website.
- Thousands of buyers will have the dealer's contact details saved.
- Increase contactibility.
- Generate leads from the vehicle catalog.
- Improved customer service.



WhatContact

Connecting You to ALL Your Customers!

WhatContact is a valuable tool for dealerships, helping build lasting customer relationships. It automates the process of saving contact details after a vehicle enquiry, making it less likely for buyers to block future marketing messages. When you first receive a WhatsApp message from an unknown number, you have the option to block or add the contact. However, once you interact with the number or save it, that option disappears, This significantly reduces the chances of being blocked.

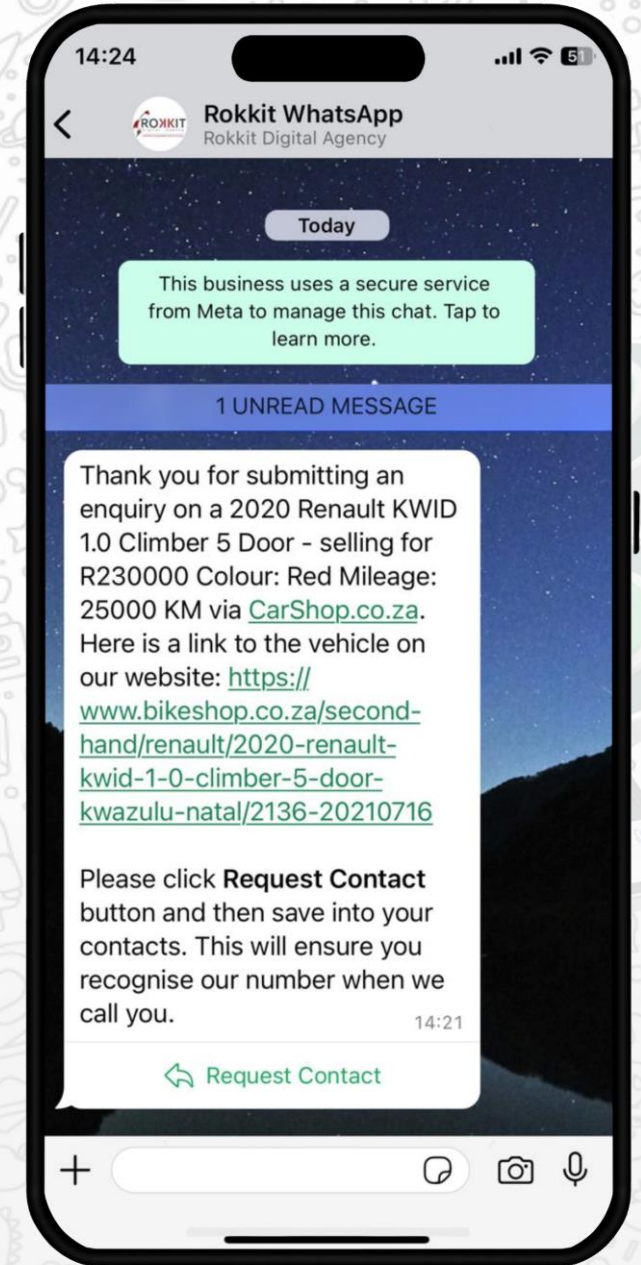
The real benefit of WhatContact lies in creating a database of clients that can be used for future marketing, increasing the chances of turning enquiries into sales and repeat business. This makes WhatContact essential for maintaining ongoing customer engagement.

Set Up Cost

R 2500 Excl. VAT

System Cost

R 2250 Excl. VAT



How It Works - WhatContact

Connecting You to ALL Your Customers!

Step 1

After every successful enquiry and lead validation the first message is sent to the buyer.

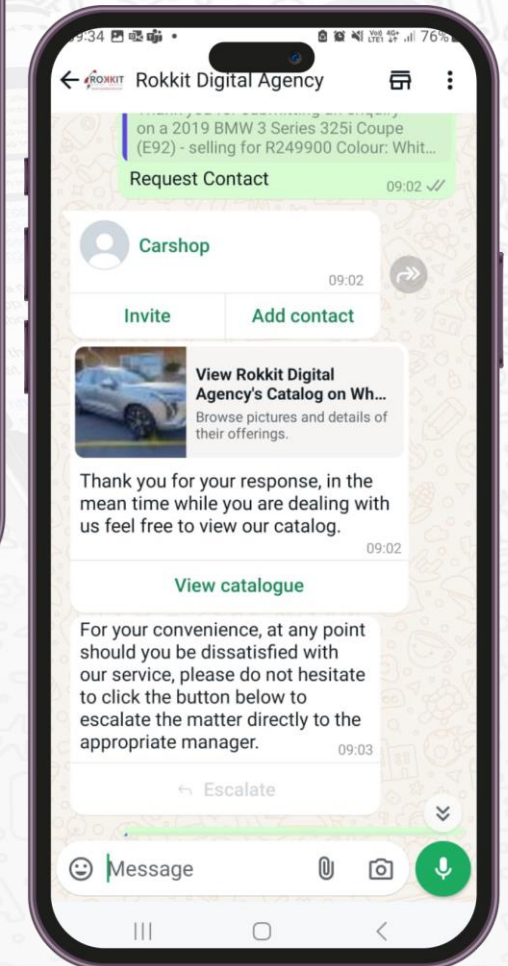
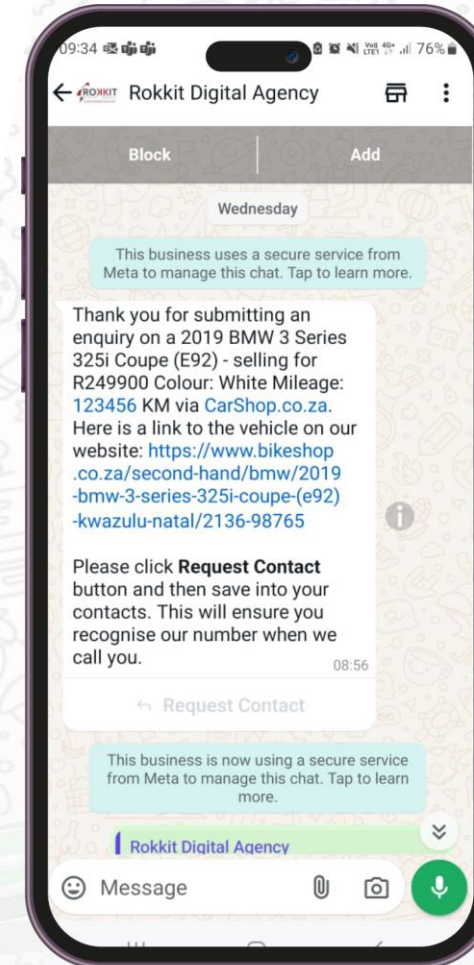
- Vehicle details sent with a link to the vehicle on your website.

Benefits to Dealer

- Communicate with customers instantly, so they know who will be calling. They also receive all the vehicle details they need, which they can use or share as needed.
- Increased traffic to your website.

Benefits to the buyer

- Confirmation of enquiry in real-time.
- Confidence that they are dealing with a professional company.



How It Works - WhatContact

Connecting You to ALL Your Customers!

Step 2

Buyer is prompted to download your VCard & view the vehicle catalog.

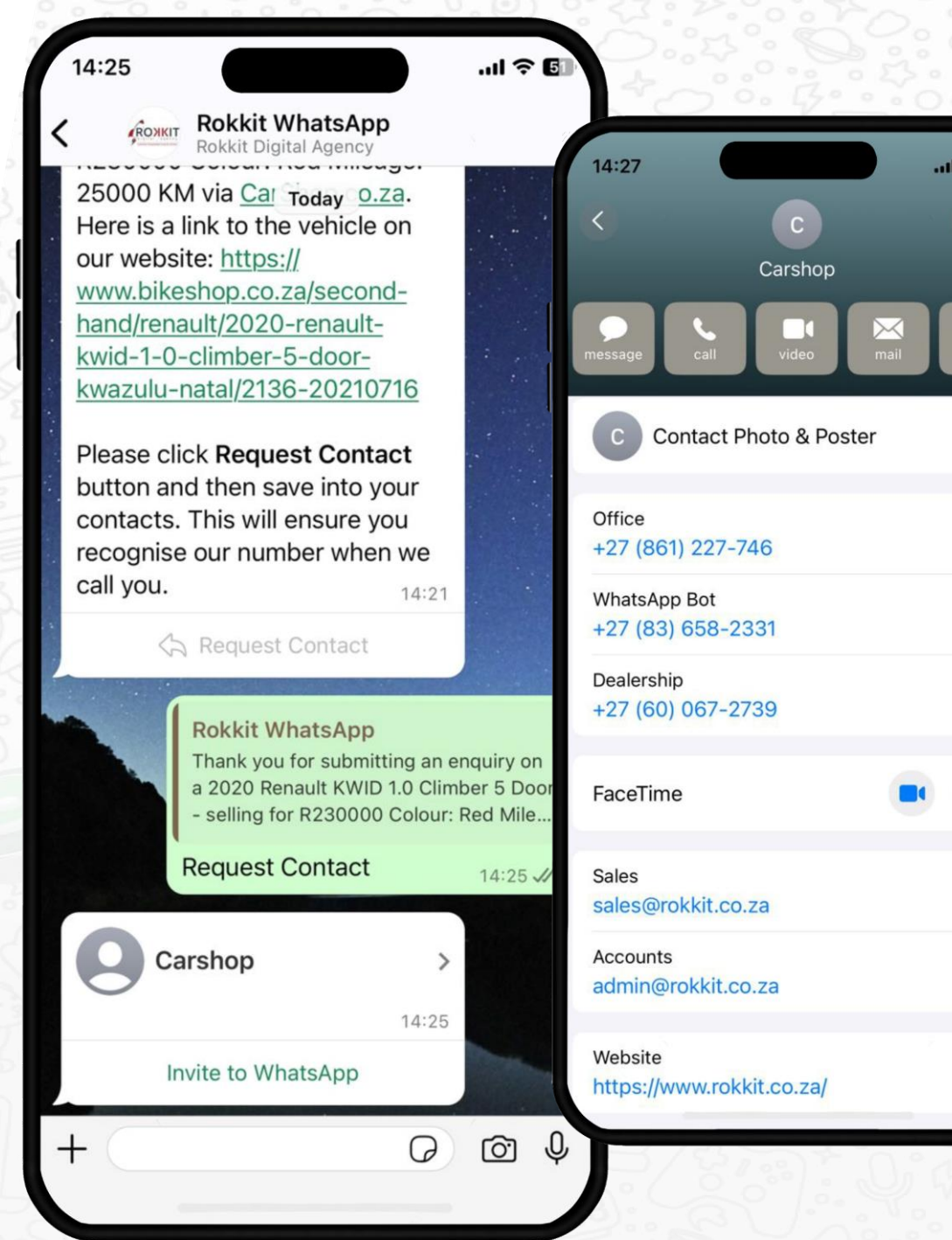
- Easily save your business information, Multiple numbers, emails, links, and location information.
- Increase credibility.
- Showcase your current available stock.

Benefits to Dealer

- Accurate business information sent to customers that they will hopefully save and keep forever.
- Solves an unknown number of issues and increases contactability.
- Buyer has access to your current available stock in the catalog.
- Building a clean & contactable database.

Benefits to the buyer

- Accurate contact information.
- Saved contact = trusted contact.
- More vehicles to choose from.
- Buyers can view available stock anytime or get information on the vehicle enquired on.



How It Works - WhatContact

Connecting You to ALL Your Customers!

Step 3

The buyer receives a button in the chat that they can use at any time to escalate service issues.

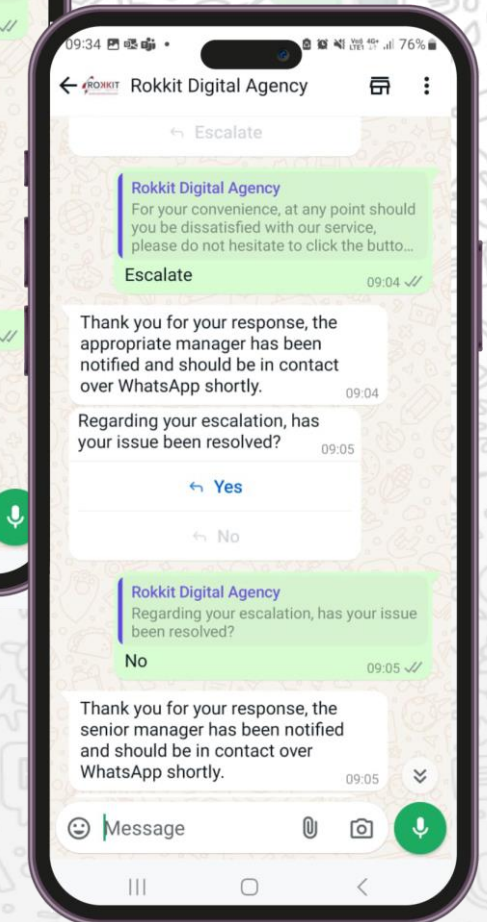
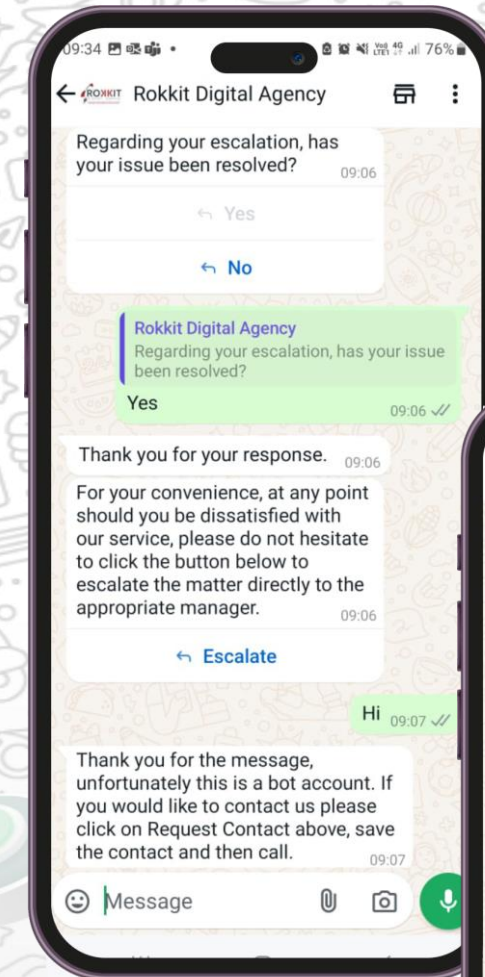
- Convenience for buyers to report poor service.
- Buyers are interacting in real-time.

Benefits to you

- Attend to buyers who are experiencing poor service.
- Assist clients with issues before they decide to shop elsewhere.
- Improve customer service.

Benefits to the buyer

- Easy process for escalating issues.
- Direct contact with the appropriate manager within minutes.

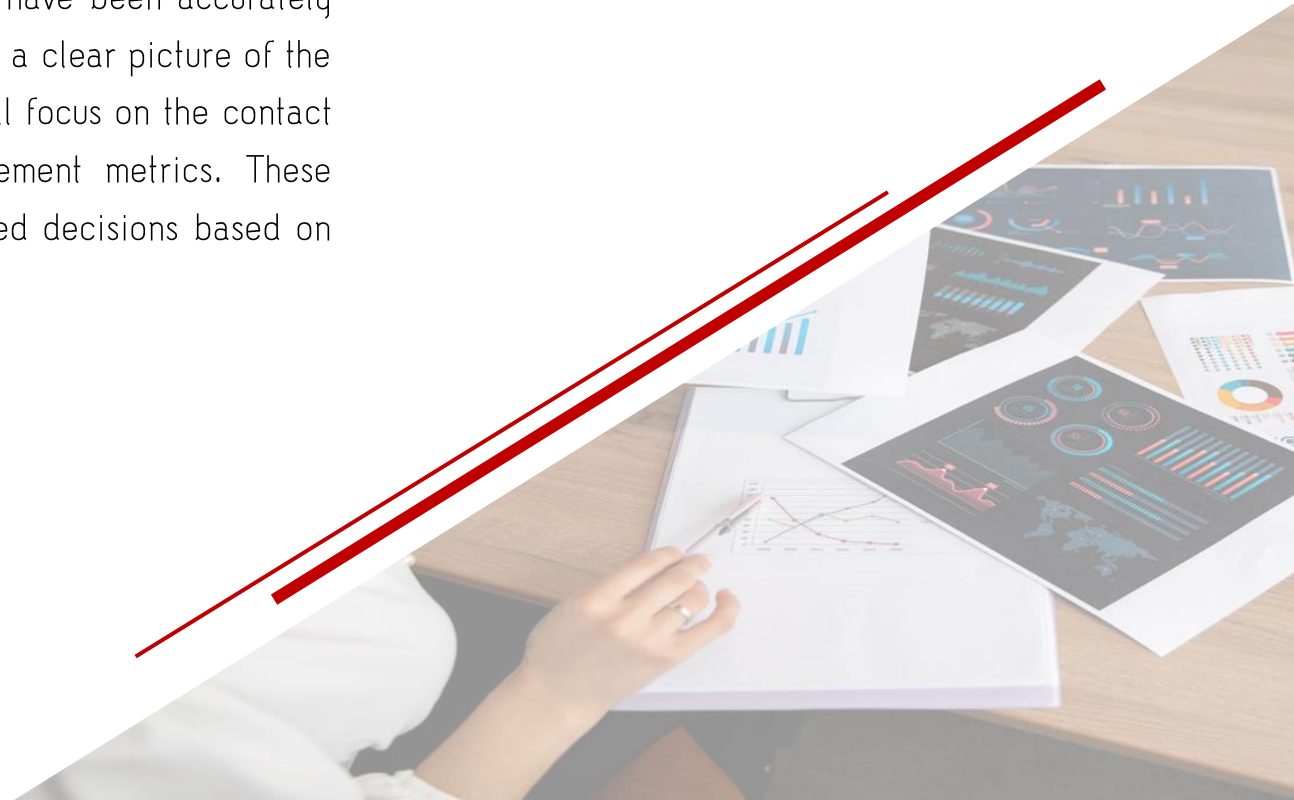


Reporting

Quality leads Connecting You to ALL Your Customers!

Lead Source	Leads Sent	Leads Checked	Landline	Mobile	Neither	Failed	WhatContact Sent	Delivered	Delivered Perc.	Read	Read Perc.	VCard Requested	VCard Requested Perc.
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Our reporting will cover two key products: Lead Validation and WhatContact. For Lead Validation we provide detailed reports on validated leads, ensuring that all contacts have been accurately verified, including specific percentages on number validity. This will give you a clear picture of the overall accuracy and quality of your leads. For WhatContact, our reports will focus on the contact information provided, highlighting accuracy, response rates, and engagement metrics. These insights will enable you to track performance effectively and make informed decisions based on reliable data from both products.



CSI

Quality leads Connecting You to ALL Your Customers!

Manager Escalation	Manager Escalation Reply	Manager Escalation Reply %	DP Escalation	DP Escalation Reply	DP Escalation Reply %
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Our CSI reporting will provide a comprehensive overview of escalated issues within the dealership. This will include detailed metrics on the number of issues escalated to managers, along with the percentage of those that have been addressed by the respective managers. Additionally, we will report on the percentage of escalations that have been forwarded to senior management, and how many of these have been attended to. This data will offer valuable insights into the escalation process, ensuring accountability and tracking the effectiveness of issue resolution across management levels.

