



Aramisauto Succeeds in Selling Cars 100% Online with Stryng

Overview

Aramisauto.com was founded in 2001 to change the way people buy and sell cars. The company aimed to simplify the customer experience and provide new services in the automotive industry. Customers can choose from more than 30,000 new or used cars which can be purchased online or from any of their 25 physical commercial branches.

Aramisauto.com is now the [leading auto retailer](#) and the [7th biggest e-commerce site in France](#).

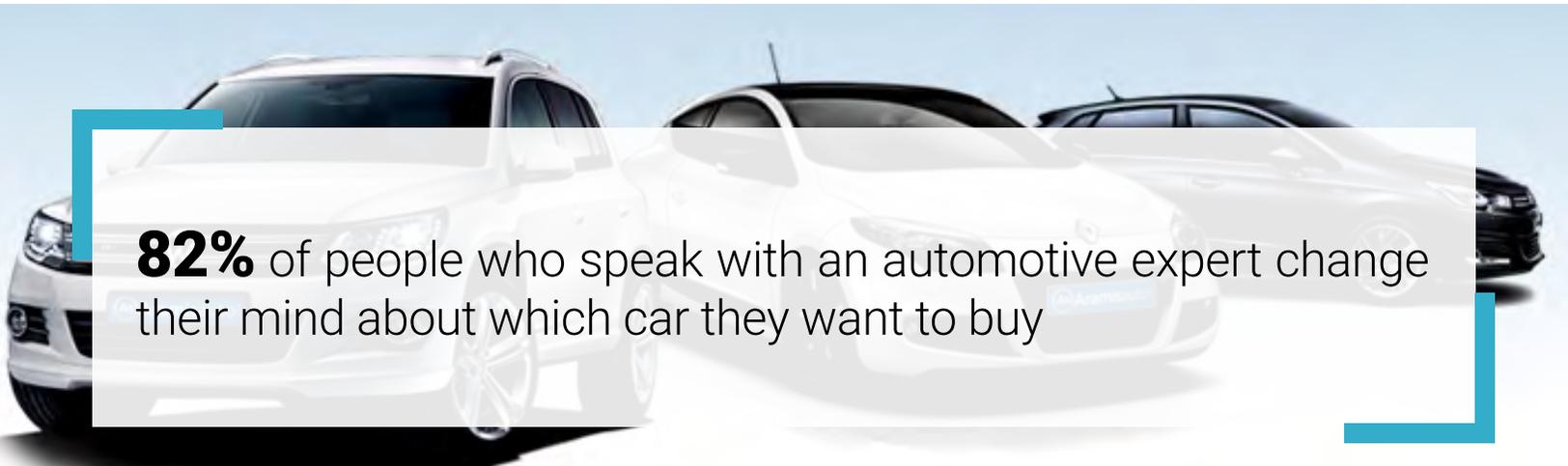
Challenge

In 2015 Aramisauto launched an innovative platform for purchasing new and used vehicles. It aimed to digitize the entire car buying process, making it as easy as booking travel online. The goals set for the new site were to:

- triple the sales of used vehicles
- increase the number of cars sold online from 15% to 50% by 2020

In order to address these goals, Aramisauto introduced a set of features that would “reinvent the user experience:”

- The first [search engine](#) that compares both new and used vehicles
- Comprehensive solutions for [recovery](#) and [vehicle financing](#)
- A [seamless](#) Aramisauto experience across PC, tablet, mobile phone or agency
- Full [price transparency](#) (same pricing on the internet, telephone or in branch)
- Delivery within 24 hours
- 100% money back guarantee
- [150 automotive experts](#) to assist customers



82% of people who speak with an automotive expert change their mind about which car they want to buy

The 150 automotive experts are an important part of the Aramisauto experience; in order to sell cars online, it’s critical for a customer to speak to someone. In fact, [82% of people who speak with an automotive expert change their mind about which car they want to buy](#) during the conversation. For Aramisauto to reach their goal of increasing cars sold online, it was imperative for the new site to make these conversations as rich and convenient as possible.

In March of 2015 Aramisauto introduced the text chat channel for website visitors to have these conversations with their automotive experts. However, [live chat was too robotic](#) of an experience, and they were not able to sell any cars over text chat. They found they had to ask for the visitor’s phone number in the text chat and have an automotive expert call back in order to make a sale. It was a poor, disjointed experience for the consumer, and many did not want to share their personal phone number at this stage of the sales process.

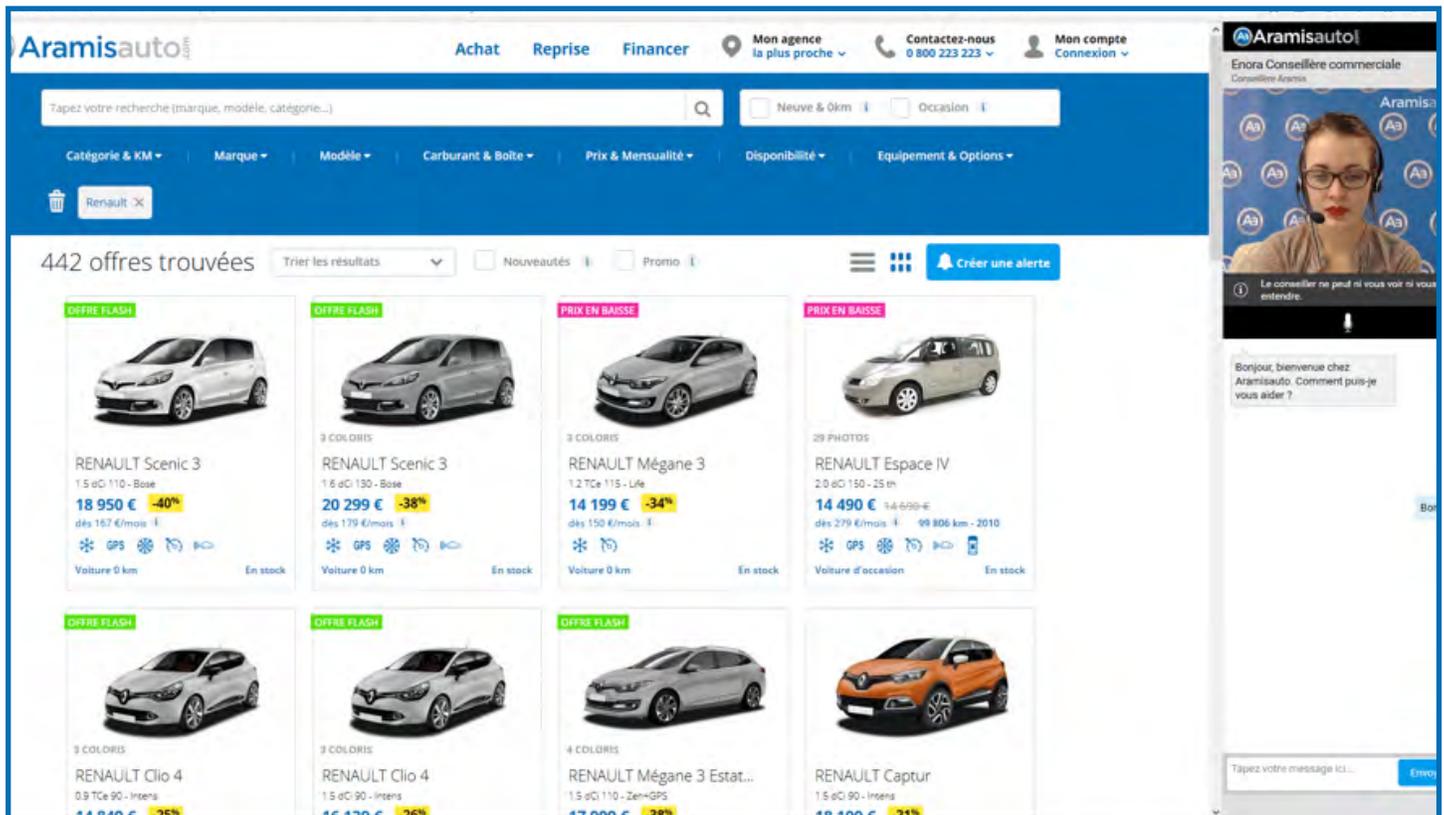
Solution

Aramisauto needed a better solution than live chat + telephone in order to reach their lofty online sales growth goals. They sought an experience that would more closely replicate a face to face conversation and that would support a completely digital sales process, through which customers could complete their car purchase online.

The solution needed to facilitate relationship building and give automotive experts the ability to hold a video conversation with online visitors.

While speaking, it is critical that they collaborate with these customers to offer the guidance and assistance needed to complete an online sale. They needed co-browse and screen share so that an automotive expert could navigate the site with the visitor, see what he is looking at, and show him information relevant to their conversation in real time. And they needed the ability to identify which website visitors were in buying mode and score and target them for intelligent prospecting, using data to prioritize the right visitors to engage.

In July of 2015, Aramisauto selected Stryng's communication and collaboration platform as the best solution to meet their needs. This would be the solution through which automotive experts could complete the sale of a vehicle online! Stryng's platform brings the human factor to Aramisauto.com by providing all of the tools for rich, interactive conversations with online visitors, as if they were face to face.

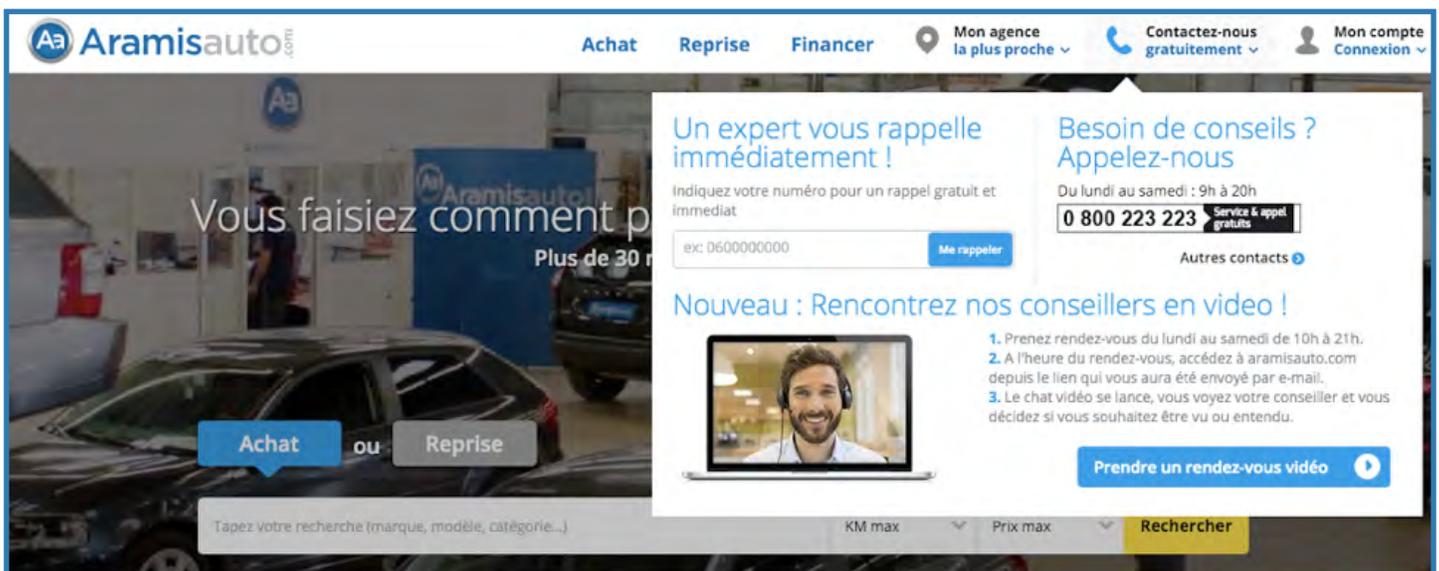


Through Stryng, Aramisauto's automotive experts can intelligently assist visitors with the research, consideration and purchase of their next vehicle using:

- 1 or 2-way video chat
- co-browse
- screen-share
- page-push
- joint form fill
- conversation scheduling

This solution allows Aramisauto to deliver the same personal contact with their customers as they would in person in one of their dealerships. Experts and visitors can have *natural conversations through video chat*, while efficiently comparing vehicles, customizing options and even applying for and negotiating financing using *sophisticated digital tools*.

The Aramisauto expert has greater information about the online visitor than a salesperson at the dealership would, as they can leverage intelligence about the visitor and CRM data before the conversation even begins. This allows Aramisauto to more intelligently determine who to engage in a video conversation and which experts to best match with which online visitors.



Online visitors can schedule video conversations with Aramisauto experts as an added convenience.

Solution

Aramisauto has successfully sold cars entirely online using Stryng! The communication and collaboration platform has helped them to:

- deliver a great customer experience
- differentiate the brand
- improve online conversion rates
- upsell high value features and financing to increase average order values
- proving the innovative vision of their founder
- increase customer satisfaction and retention rates

ABOUT STRYNG

Stryng gets you closer to your clients. Our client messaging platform strings messaging, audio, video, screen-sharing and collaborative moments into one single, continuous conversation so that companies can communicate over time with their clients in the most personal, convenient and productive way possible.

Stryng also offers PCI-compliance to protect your clients' confidential data during live conversations.

Learn more at www.stryng.com