



BRANDED COMMUNICATIONS

Trusted Call Solutions for Auto Dealers

OVERVIEW

For auto retailers, phone calls remain a critical channel for both sales and servicing. In fact, one report found 55% of auto leads originate from the phone channel,¹ while another report revealed phone calls convert 10–15 times more revenue than web leads.²

The challenge: Too many calls are marked as SPAM or blocked. Or, consumers – during a time of escalating fraud and scams – don't pick up because they don't know who's calling.

Now you can reach more customers with TransUnion TruContact

With TruContact™ Trusted Call Solutions, designed with automotive digital retail businesses in mind, you can optimize your phone channel – and get more people to answer when you call.

PRODUCT FEATURES



TruContact Caller Name Optimization

Protect against your legitimate calls being blocked or mislabeled, and manage how names appear on calls. On average, it's possible to reduce erroneous call blocking and tagging of outbound calls by 90%.¹



TruContact Branded Call Display

When you call customers, your full business name, location, logo – and even the reason for the call – can appear on the customer's mobile display. It's your choice.

BENEFITS FOR YOU AND YOUR CUSTOMERS

- **Reach consumers more often.**
Customers, prospects and partners who know it's you calling are much more likely to answer.
- **Provide better customer service.**
Customers receive timely information and offers.
- **Decrease operating costs.**
Reach the right person with fewer dials and better engagement.
- **Protect your brand.**
You maintain control over how your brand is presented.
- **Ease customer concerns about fraud.**
Customers will see your name displayed and know it's you. TruContact Branded Call Display even goes a step further to provide a checkmark showing the call has been verified.

TRUSTED CALL SOLUTIONS USE CASES

Sales

Use cases	Examples
Initial sales, lead qualification and customer acquisition	New offers, lead follow-ups, and finance products sold on new and used cars

Servicing

Use cases	Examples
Customer service	Scheduling routine maintenance, appointment reminders, check-ins for overdue maintenance, post-service surveys and follow-up
Retention/Upsell	Upsell and cross-sell
Recalls	Recall alerts and scheduling appointments for recall servicing

¹ *New Auto Industry Study: 28% of Consumers Who Call a Dealership Will Purchase a Vehicle. Marchex. Jan. 23, 2019.*

² *Inbound Phone Calls Are A Valuable Conversion for Automotive Marketers. Invoca Blog. Sept. 16, 2022.*

If you're ready to increase your answer rates and improve customer engagement, email us at tu_auto@transunion.com

