



BRANDED COMMUNICATIONS

Trusted Call Solutions for Auto Dealers

OVERVIEW

Today's consumers expect to be able to shop for vehicles online, with close to 80% of surveyed auto buyers citing the use of websites during their search process. But while digitization has enabled consumers to more easily compare car models, prices and reviews, nearly 2 out of 3 still prefer traditional means of communicating with dealerships – namely, in-person or via the phone.¹

The challenge: Auto consumers want to speak to a dealership representative during the buying journey, but slow responses and unbranded caller ID are impacting the customer experience and revenue opportunities.

Now dealers can align communication channels with TransUnion TruContact

Designed with automotive digital retail businesses in mind, TruContact™ Trusted Call Solutions can help you optimize the phone channel – and deliver the fast, smooth and personalized experiences your customers expect.

PRODUCT FEATURES



TruContact Caller Name Optimization

Prevent your legitimate calls from being blocked or mislabeled, and manage how names appear on displays.



TruContact Branded Call Display

When you make outbound calls, choose what appears on your customers' mobile displays – including your full business name, location, logo, or even your reason for calling.

Nearly 90% of surveyed auto shoppers said they were more likely to pick up the phone if dealership identification was displayed in the caller ID.¹

BENEFITS FOR YOU AND YOUR CUSTOMERS

- **Make meaningful contact, more often.**

Your customers, prospects and partners are much more likely to answer and engage in the call when they know who's on the other line.

- **Provide better customer service.**

Ensure that customers and prospects receive timely information and relevant offers.

- **Lower operating costs.**

Reach the right person with fewer dials and increased engagement.

- **Protect your brand.**

Maintain control over how your brand is presented.

- **Ease customer concerns about fraud.**

Display your business name so customers know it's you. Leverage TruContact Branded Call Display to include a checkmark, proving the call has been verified.

TRUSTED CALL SOLUTIONS USE CASES

Sales

Use cases	Examples
Inbound lead response	Lead follow-ups that will ensure continuity of the customer experience when transitioning from online to in-store
Finance/title follow-up	Securing stipulations and signatures, removing inventory from flooring costs
Outbound campaigns	New lead generation, aftermarket solutions
End of lease	Offering guidance to loyal consumers, many of whom are ending their leases early

Servicing

Use cases	Examples
Customer service	Scheduling routine maintenance, appointment reminders, check-ins for overdue maintenance, post-service surveys and follow-up
Retention	Cross-sell and upsell opportunities, maximizing repair order dollars by connecting with customers right away
Recalls	Recall alerts and scheduling appointments for recall servicing

¹ Auto Consumer Survey, TransUnion, 2023

If you're ready to increase answer rates, improve engagement and meet consumers where they are, email us at tu_auto@transunion.com

