

How Salesforce Improves CX in Automotive with Saltclick

CX is more important in the automotive industry than ever. But don't take our word for it. In case you haven't experienced it for yourself, here are some highlights from the State of the Connected Customer report, by Salesforce Research:

Today, what do customers want?

- They want brands to be truthful, open, and communicate honestly and transparently.
- To treat them thoughtfully, personalize their experiences, and understand and anticipate their needs.

We know what you're thinking: "Did you say they expect us to *anticipate* their needs?" Yes, we did.

But wait—there's more...

- Companies must also act as active stewards of a just and sustainable world.
- Their values must align with customer values.
- Additionally, customers expect companies to provide flexibility and a thoughtful, personal touch across all channels, both digital and non-digital.

This is a lot for any brand to deal with. Especially in the automotive industry, where economic concerns are outweighing optimism over 2023 car sales. Like it or not, it's time to invest in digital experience; Tesla—founded on the model of a tech company—now beats Ford in owner loyalty.

This isn't simply Elon Musk marketing. It's the Salesforce system at work, which allows you to tick every desirable CX box that we all know people want:

- Truth
- Personalization
- Anticipation
- Value alignment
- Flexibility

Cross-channel presence

The Salesforce report emphasizes that auto brands investing in digital transformation will reap the rewards of customer loyalty and brand advocacy. In our connected world, it's something we can't live without.

Because, in the mind of the consumer (who does just about all business digitally) there's simply no excuse for staying analog.

How the Salesforce Suite Enhances Automotive NRR

The Salesforce suite of tools and services will help your business to transform how they "drive" customer success, increasing net recurring revenue.

With:

- CRM (customer relationship management)
- Marketing automation
- Customer service solutions

You've heard of all this stuff—
but have you ever used these solutions **effectively** in your business?

Now is the time. Our easy integration process will allow your automotive company to start making more data-driven decisions. By becoming data aware, you'll become more customer focused.

It's the engine behind creating an agile CX machine.

Digital enhancements—using the Salesforce platform—will allow you to check all of the boxes that lead to innovative CX, getting you into the heads of your buyers, creating more buyer satisfaction, and increased business for you.

Remember, most business comes from your *current* customers.

That's why investing where you already are brings huge potential: 5% increase in customer retention results in a profit increase of 25 percent to 95 percent, as 65 percent of a company's purchases are made by *returning customers*.¹

¹ <https://www.businessnewsdaily.com/16027-customer-retention-rate.html>

This is why crushing CX with Salesforce is so important. Not only does it make the world a better place--it earns you more profit!

How We Get You Started with Salesforce

Efficiently. This isn't your millennial integration. We're making this happen efficiently and fast, so you can start tracking data and reaping the benefits.

With Empathy. We're not coming in to change how you do business, only to enhance it. We're partners, and see ourselves as if we're sitting on your side of the desk.

And Skill. As an exclusive Salesforce solution company, our goal is to make things easier for you. We know the program, the process, and we can't wait to get to know you!

Here are the products we offer:

1. Salesforce Sales Cloud:

Make sales smarter—from demand gen, to pipeline and reporting. This helps sales “hunters” become “farmers” by expediting the SDR process, while increasing your knowledge of each lead. You'll close more. Get more done. (Maybe even go home early.)

2. Salesforce Service Cloud:

CX and retention? They're covered. With fast, efficient and *personal* customer service. Automating processes and streamlining your work with Service Cloud will bring your business into a new level of productivity and customer satisfaction.

3. Salesforce Experience Cloud:

Today, we're all about community. Now, your brand will be, too. Experience Cloud gives you the power to create branded portals, network with everyone in your business. (Sales people love it—and unlike Slack, there's 24/7 phone and chat support.)

It's Time to Serve the 1%

Yes, only 1 percent of automotive customers are fully satisfied with their car buying experience. While only 25 percent of automakers and dealers think their companies have now adapted to digital sales.

We're offering you the solution; get on the inside track of CX, so you can quickly adapt to the massive storm of innovation that is hitting the auto industry.

You don't have to know it all.

You just need to bring on the right partner.