

NEW

WhatsApp Lead Management

Like Managed Text and Chat, CarGurus offers a fully managed communications program for our dealers via WhatsApp.

How It Works

- CarGurus messaging experts respond to WhatsApp messages from buyers on cargurus.co.uk.
- Our specialists answer questions on your behalf and deliver lead information to your CRM or inbox.
- You can see the WhatsApp messages and review transcripts of the conversations.

Why It Matters

- Improves the car buying experience for your customers through quicker response times on the platform they prefer.
- Avoids missed sales opportunities.
- Frees up your resources to answer emails and phone calls and assist walk-in shoppers.
- Maximises your use of WhatsApp as a lead driving tool without consuming your resources.



Please contact your CarGurus account owner on 0808 501 5678 for more information.

Hello, this is Nicole from CarGurus. May I ask who I am chatting with?



This is Stephen Mathews. Is the 2014 used Ford Fiesta stock #000x0020 still available?



Hi Stephen. This vehicle is still showing as available but I will need to check with the sales manager to ensure no deals are pending. Can I reconnect with you over WhatsApp when I confirm?



Sure, that sounds good. Thank you.



Thank you Stephen. Is there also an email address we can use as a secondary form of contact?



stephen.mathews@me.co.uk



Thanks Stephen. A member of our team will be in contact as soon as they are available. May I be of further assistance on chat today?



No, that's great. Thanks for your help.

