



ActivEngage

What Dealerships Want to Know about Conversational Commerce

Still on the fence about conversational retailing? You're not alone. Here are some of the most common questions dealer principals, GMs, and marketing leaders ask—and how ActivEngage delivers answers that drive results.





1

What's the ROI of Conversational Retailing for Dealerships?

Conversational commerce delivers more than just engagement—it delivers revenue. Dealerships using ActivEngage's human-led approach have seen:

- **97% of customers** prefer chat or text
- Average chat-to-lead conversions average 80%—that's up to **40% higher conversion rates**
- Lead with real appointments is **25% on average**
- A **15% increase in service appointment show rates**
- An average **\$60 boost in revenue per RO**

Faster responses, higher-quality leads, and more meaningful interactions directly impact your bottom line.

[Get a Demo](#)



2

Can It Integrate with My CRM and Digital Retailing Tools?

Yes. ActivEngage is built to work with your existing tech stack.

- **Seamless integrations** with most CRMs ensure lead data flows in real time
- **Digital retailing tools**, service schedulers, and trade evaluators are all supported
- No missed data. No duplicate entry. Just smoother workflows.

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3

How Does It Improve Follow-Up Communication?

The average duration of our sales chats are 10 minutes, while service chats are 17. That means, every chat creates a trail of insights your team can use for smarter follow-up.

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4

Is This Just Another Chat Tool?

Not even close. ActivEngage is **100% human-powered**—no bots, no scripts.

- Real conversations create real trust
- Expert agents are trained in automotive and available 24/7
- It's a customer experience upgrade that delivers measurable outcomes

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5

How Does ActivEngage Create Quality Conversations?

All engagement experts complete a **rigorous 4-week training program** led by leadership and quality control. Using our **LAUGHS communication principle**, agents deliver authentic, unscripted conversations that build trust and drive results.

With access to **managed AI and proprietary tools**, they respond efficiently—without losing the human touch.

Key advantages:

- 100% North America-based team
- Conversational flexibility tailored to each shopper
- Customizable dealer notes to match your process and voice

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Does ActivEngage Integrate with Other Dealership Tools and Programs?

Yes, ActivEngage is built to connect seamlessly with the tools you rely on most. From digital retailing to service scheduling and online marketplaces, our platform offers deep integrations that enhance your existing systems without disruption. As a certified partner in multiple OEM and dealer co-op programs, ActivEngage helps you amplify performance with managed messaging, software enhancements, and program compatibility.

- Seamless integration with digital retailing, service schedulers, marketplaces, and web platforms
- Certified partner in OEM programs and eligible for dealer co-op reimbursement
- Enhances your current tools with powerful managed messaging and feature upgrades

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