



**Warren Henry Automotive Group deploys  
Aerialink Conversations to drive sales and  
improve service.**

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Warren Henry Automotive Group is a Miami-based car dealership network that sells and services Audi, Chrysler, Ford, Infiniti, Jaguar, Lamborghini, Land Rover, and Toyota vehicles in the greater Florida area.

To increase new business and improve consumer satisfaction, Peter Quinones, Internet and E-commerce Manager at Warren Henry, with help from digital solutions partner Connections Group, chose Aerialink to enable their business texting as part of an innovative digital communications framework initiative – aimed at controlling the entire customer lifecycle at Warren Henry dealerships.

“During our evaluation of suitable solutions for landline texting, we came across Aerialink and found their Conversations application to be an excellent fit for Warren Henry’s digital communications needs.”

Jay Conrad, President, Connections Group

### The days of walking into a showroom to buy a car are gone

The old days where advertisements would draw buyers directly into a showroom are long gone. More than ever, consumers are drawn to a dealer’s or manufacturer’s website through Social Media and online ads rather than the showroom as a first step in the buying cycle.

They visit a dealer’s website often more than once to inform themselves about a specific car but prefer to stay anonymous throughout the search process before engaging in a conversation with a sales representative.

### Finding ways to engage customers earlier during the buying cycle

Warren Henry, like others use Social Media and pay-per-click advertisements to draw traffic to their site with the goal of converting these consumers into leads and eventually sales. The challenge they face is to how to identify the best prospects across multiple marketing channels, across multiple platforms, how to engage them early on, and lead them through the buying process in the most effective and timely fashion.

Since texting has become the preferred method of communication for many people, introducing and integrating business texting as a one-on-one, real-time channel between the consumer and a dealership BDR and sales representatives has become a vital and perpetual engagement component in the customer lifecycle.

Warren Henry not only wanted to generate more qualified leads through the inclusion of “Click-to-Text” on their web pages to encourage earlier consumer engagement, but also use texting as a means to keep their consumers informed, learn what their hot buttons are, track progress, and provide Warren Henry’s managers access to the information.

### Encouraging prospects to communicate with Warren Henry via texting

One of the aha moments for Warren Henry was when they began implementing “Call or Text” and “Click-to-Text” call to actions on their website home page and also on various inside pages; in customer emails; and other customer-facing campaigns and communications.

What struck them was that consumers were already texting Warren Henry even before they text enabled their numbers,

and after Warren Henry implemented Click-to-Text, customer initiated messaging increased significantly. The support of messaging not only generated additional new leads but also turned texting into a vital marketing channel for the company and a key step in the perpetual flow of events in both sales and service. It also helped them identify where the interest points of their prospects are, including what kinds of automobiles and special offers they are interested in.

### Avoid having your Sales people text from their personal phone numbers

Consumers and sales people alike will find a way to text each other from their personal phones for convenience, preference, and efficiency reasons. It happens every day in every dealership across the country. As a result, these conversations remain private and do not find their way into the company's CRM system for future reference.

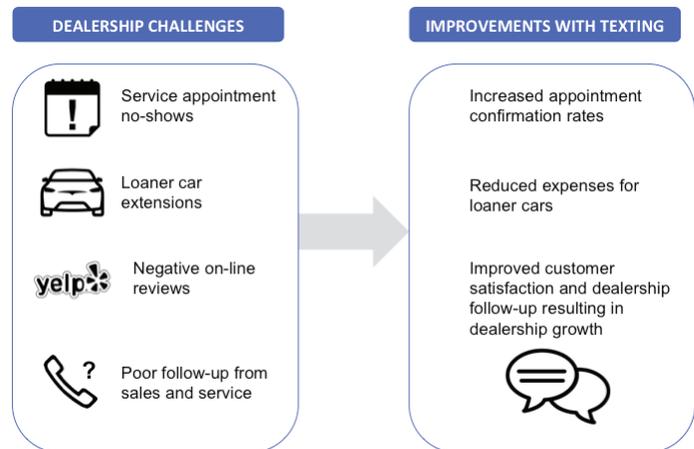
Warren Henry encountered the same challenge and looked for a solution that would allow them to text-enable their sales people's landline numbers in order give them a convenient way to text with their prospects and customers as if they were using their personal accounts.

They also wanted to centralize all business texting conversations to improve efficiency and to safeguard their investment in leads, customers and advertising when a sales person leaves the dealership. They also wanted to assure that a new sales person would have access to a prospect or customer conversation history to quickly bring them up to speed.

### Helping service managers to cope with their customer communication challenges

It happens quite often that there is a communication breakdown between the customer and the service department of a dealership.

From the time the car is checked in at the service desk, to the time it is repaired and ready for pickup, there are many things that can go wrong, resulting in bad Yelp reviews, costly loaner car extensions, and more.



Warren Henry hoped to improve these communications challenges through a texting solution that would allow their service managers to send out quick service alerts while dealing with the customers at the service desk.

They also wanted to utilize texting to improve the service appointment confirmation rate.

“By sending out text message reminders in addition to initial phone calls, we have improved our service appointment confirmation rate from 55% to 82%.”

Peter Quinones, Warren Henry

### Aerialink Conversations makes one-on-one business conversations possible

When Warren Henry began researching business texting applications, they were looking for solutions and services that would represent the next generation in messaging, a solution they wouldn't outgrow. They quickly realized that Aerialink Conversations stood out from the rest of the competition. The

application is architected with the scalability to support any size dealer group while seamlessly maintaining centralized management of texting across multi rooftops.

Conversations met their needs by offering a feature-rich solution that goes beyond basic texting. The flexible account configuration allows for the tailoring of workflows and work groups to support the perpetual flow of events and tasks important in the Warren Henry sales and service cycle. Some of the key features that Warren Henry utilizes range from text enabling business numbers, to a comprehensive set of tools and widgets such as message transfer, auto-replies, Click-to-Text, opt-out management, integration with the repair order status data, and sending event invites to customer and lead distribution lists.

With Aerialink Conversations, Warren Henry has set up its innovative digital communications framework by providing each Sales and Service representative with their own text-enabled landline phone number enabling one-on-one text conversations with their prospects and customers. Their setup allows them to have multiple, concurrent conversations for efficiency and expediency.

Warren Henry also introduced a shared communications layer into their framework, which is used to capture incoming text inquiries initiated on the dealership website or texted by a consumer directly to one of their toll-free business numbers.

If it's a message for sales, a Business Development Center (BDC) representative takes ownership of the conversation to qualify the lead, and then will transfer it to a sales rep using Conversations' transfer feature. The sales rep can then continue the dialog with the lead going forward.

Warren Henry also uses the Conversations groups feature to give users access to certain features. For example, supervisors and managers can be given administrative permission to review conversations across all agents and manage resources on the account.

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“Our goal has been to give our Sales reps the tools they need to do their jobs and to do it in a way that allows us to monitor all texting conversations for training and quality control.”

Peter Quinones, Warren Henry

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Although Warren Henry mostly stays away from using texting as an advertisement vehicle to assure that it remains a high-quality peer-to-peer communications channel, they see great value in capturing new leads at live automobile launch events through “Win this car for a weekend” texting promotions using Aerialink Conversations.

### **One-on-One Business Texting using Landline Phone Numbers has many benefits**

Warren Henry sees texting as a communications channel that has enabled them to improve consumer satisfaction throughout the customer life cycle.

Since introducing Aerialink Conversations, they have been able to improve the ROI of generating new business, not only for selling cars but also for selling services.

Also, one-on-one texting communications have given them a better way to understand the effectiveness of their overall digital marketing strategy and efforts.