CRM™ | by DealerSocket

# Texting to Better Show Rates

Hi John, your appt is set for 2:15 PM 5/29/2020 SocketMotorcars 100 Awesome Street, Coolville, CA. See you then! Reply C to confirm

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Appointment confirmed! 5/29/2020 at 2:15 PM - Socket Motorcars. We look forward to seeing you!

Confirmed sales appointments are 20% more likely to walk through your doors. But consumers don't always respond to the traditional call and email-based follow up. In fact, up to 55% of scheduled test drives still go unconfirmed. DealerSocket's SocketTalk feature initiates a text conversation with every sales appointment, automatically delivering a confirmation text upon CRM appointment creation. Alongside date, time, and dealership location, the confirmation text prompts the recipient to self-confirm the appointment at their convenience.

*Dealerships that have activated text appointment confirmation with SocketTalk have experienced positive results across the board.*

- Up to 13% increase in appointment show rates
- Average increase of 1-2 appointments confirmed each day
- Quicker response times when compared to email

- Higher engagement and likelihood to buy
- Opt-in percentages as high as 34% due to automated opt-in request

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DealerSocket's automated text appointment confirmation is convenient for both the salesperson and the customer. It addresses the way many consumers want to do business now.

**Maryann Charbonneau**
Training and CRM Manager
Destination Honda

I've found that if they confirm appointments through DealerSocket's text confirmation process, they are very likely to show up. This saves me the time of having to call and confirm every single appointment.

**Carl Baker**
Internet Director
Baker Nissan

## Get More with SocketTalk

Built within DealerSocket's CRM, SocketTalk provides desktop and mobile-based texting with flexible features, including the ability to customize opt-in messaging, use photos and videos, deliver appointment confirmation, and build cross-departmental efficiency with text templates and text-specific performance reporting.

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