

10

UPGRADE WITH AUTO RESPONSE

It's hard to be available 24 hours a day. However, when trading online that's what customers expect — they like to know their enquiries have been acknowledged. The reality is that you're most likely to win a sale if you respond to an enquiry promptly. So, what can you do when potential customers contact you outside office hours? Auto Response email is a simple solution.

WHAT DOES AUTO RESPONSE GIVE YOU?



Fast query response



Reply to potential customers within minutes.



Template options



Choose from a range of three template layouts.

INTERESTED?

Don't let your customers get away. Contact our sales team on motors@trademe.co.nz to upgrade to Auto Response.

**DAY or
NIGHT
REPLY**



to potential customers
WITHIN MINUTES
of receiving a Trade Me
Motors enquiry.



**Consistent
Co. Branding**



Your company's branding is included in each email.



**Personalised
emails**



You can personalise your email using member and vehicle details.



**Messaging
options**



You have the option of sending different messages depending on the time of the enquiry.

HOW TO MANAGE AUTO RESPONSE

+ Log in to **DealerBase**:

www.dealerbase.co.nz

+ Click 'Leads' tab.

+ Click 'Email Auto Response' tab.

+ Click 'Template Entry' to be taken to the template entry form.

Template entry form instructions:

1. Select your template — you can view how each template looks by selecting the template with the drop-down arrow, clicking 'Save' and then selecting 'Click here to preview' at the bottom.
2. Enter your contact details.
3. Select 'Email subject' tabs, such as dealership name and vehicle year.
4. Select 'Business hours' tabs, such as dealer contact name and dealership name.
5. Select 'After hours' tabs, such as dealer contact name and dealership name.
6. Click 'Save' before you click to access the preview.

For assistance, please contact our Dealer Support team on **0800 42 88 62**.