



Automate • Engage • Innovate

# Automated & Redefined **Car Sales, Service & Bookings** for **UAE's Leading Automobile Distributor** Using **Twixor's CX Automation Platform**



## About the Client

The client is one of the leading automobile distributors in the UAE. The automotive retail company is UAE's biggest dealer of brands like Buggati, McLaren, Bentley, JAC motors, Mitsubishi, and more. The company has launched one of the biggest Bentley showrooms in Dubai.

**40+ Years**

Old Automobile Distributor

**\$44 Million**

Total Fleet Size



## Business Requirements



The client wanted to provide end-to-end digital service booking, transaction experience and transform entire customer interaction over messaging channels like WhatsApp.



Since the team had to handle a high volume of repetitive support queries and appointment booking over calls, the client wasn't able to streamline the car service booking process.



The client had to deal with customers' waiting periods on calls and an increase in support base headcount. This made them lose potential leads and have a higher investment in operational costs.



The automobile distributor had to automate the process of car sales, service, and registration to churn out a good number of profits and achieve higher customer satisfaction.

For more info visit **twixor.com**

# Solution

- 1** The Twixor team built an intelligent virtual assistant to automate service booking and handle customer queries on WhatsApp. The team developed journey flows that consist of 5 use cases to streamline the entire support and booking operations.
- 2** The booking bot is integrated with the client's CRM to access customers' mobile numbers, and vehicle registration numbers to validate them for each service booking.
- 3** In order to maximize sales and marketing efforts, the team configured the usage of videos, Rich cards, and PDF files to deliver product-related brochures, and offers related to service and sales.
- 4** With the automation of service bookings, the managers receive real-time notifications and messages directly to their inboxes regarding customer service feedback and appointments. This helps the client to deliver the utmost care and service to customers.
- 5** Our team integrated Live agent support to handle queries that are critical and demand the intervention of the support team.



# Business Impact



**147+**

Car Service Bookings  
Generated Since the  
Launch



**3.3K+**

Sales & Queries  
Resolved from the date  
of Launch



**965+**

Overall  
Feedback Received Since  
Gone Live

## Insights of the Solution



Industry Served

**Automobile**



Platforms

**WhatsApp & PWA**



Live Since

**March 2022**



Products Brought into Play

**Twixor's AIM & Compute**



## Technology & Third-party Integrations

This practice involves custom integration of tools, platforms and managing of APIs.



# Use Cases

Each use case is tailored to improve customer experience, operational efficiency & end-to-end customer fulfillment.



Product Offers



Live Agent



Brochure Downloads



Book a Service



Real-time Feedback

Hi, Your Vehicle is ready to deliver. You can download your bill here.



Great! Thanks for your speedy delivery.



# Solution Screenshots

Here are some sneak-peeks of the overall data visualized in an engaging way based on each use case.



ACME MOTORS  
SINCE 1922

**SERVICE & REPAIR BOOKING**

CUSTOMER NAME  
**Mr Mohamad Arif**

MOBILE NO  
**+971 56 321 1234**

ONE OF OUR AGENTS WILL GET IN TOUCH WITH YOU SHORTLY



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Service & Repair Booking



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SINCE 1922

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United Arab Emirates

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Location Service



ACME MOTORS  
SINCE 1922

**SALES ENQUIRY**

CUSTOMER NAME <b>Mr Amer Meeran</b>	STATUS <b>Confirmed</b>
MOBILE NO <b>+971 56 678 1234</b>	EMAIL <b>ameer0204@gmail.com</b>
BRAND <b>Bugati</b>	MODEL <b>Chiron</b>

ONE OF OUR AGENTS WILL GET IN TOUCH WITH YOU SHORTLY



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Sales Enquiry

## About Twixor

Twixor is an Intelligent CX automation platform that helps businesses to augment their customer experience by building several powerful customer journeys driven by Conversational AI that can be deployed across messaging channels.

The low-code no-code customer experience CX platform uniquely combines Conversational AI and Intelligent Automation to deliver end-to-end customer fulfillment across marketing, transaction, and support operations. Twixor's CX automation platform is equipped with an omnichannel journey builder, dynamic rich cards, NLP-powered agent assist, campaign manager, and comprehensive features to make the customer conversation more engaging. The automated journeys can be deployed on WhatsApp, Google Business Messenger, Facebook Messenger, Instagram Messenger, and across all traditional communication mediums.

