

## VOICEBOX STOCK ALERTS

Designed to complement your existing processes, Stock Alerts emails use automation and AI to nurture open sales leads and re-engage existing customers before and after their aftersales appointments.

### HOW CAN STOCK ALERTS HELP YOU?

Keep undecided leads engaged with Sales Stock Alerts if their enquiry hasn't progressed to a sale after seven days, and reach existing customers with Aftersales Stock Alerts before and after their workshop appointment, providing details of vehicles similar to their existing model, but newer or with lower mileage.



**Nurture Enquiries**



**Drive Sales Performance**



**Re-Engage Existing Customers**



**Track Conversions & ROI**

### How do Stock Alerts work?

VoiceBox integrates with the automotive sector's most recognised LMS, DMS and website providers to take regular feeds of customer data and stock vehicles. By pairing these data sources, VoiceBox creates and sends bespoke messages matching the customer's requirements, using preset criteria to showcase the most up-to-date stock, images, and pricing.





**No double-keying: VoiceBox uses customer data directly from your DMS and LMS.**



**Automatic stock and price updates: VoiceBox uses vehicle data directly from your website.**

Sending customers your latest stock by email assists the prospecting process, drives engagement and simplifies their journey. Including additional links to supporting engagement tools, such as test drive booking or part exchange valuation tools, can further boost conversion rates.



**Bespoke to your business**



**Personalised to your customer**



**Designed to meet your required brand guidelines/CI**

## **AI-Tailoring**

Based on the customer's initial engagement, our in-built AI will further refine future Stock Alerts to promote inventory that falls within a percentage range above and below the price of the vehicle they last clicked on.

Retailers are instantly notified when a customer clicks on a vehicle in the email, allowing the sales team to prioritise follow-ups based on the hottest opportunities.



**Keep prospects coming back to your website to browse stock**



**Receive customer replies direct to your inbox**



**Re-engage customers without the need for telephone prospecting**



**In-bound alerts on stock clicks to aid sales prospecting**

## **ARRANGE A DEMO**

☎ 01892 599 911

✉ [hello@marketingdelivery.co.uk](mailto:hello@marketingdelivery.co.uk)

🌐 [www.marketingdelivery.co.uk](http://www.marketingdelivery.co.uk)



**Marketing Delivery**