



CASE STUDY

RENAULT VIRTUAL



Better Engagement

185 customer chats in one month



Increased Response Rate

88% availability-to-response rate



Better Leads

Qualified leads forwarded directly to dealerships

BUSINESS CONTEXT

Need:

Sales teams were spending time on unqualified leads and unable to respond promptly to high volumes of website visitors.

Aim:

Streamline lead qualification and boost the quality of sales opportunities passed to dealerships.

EngagePro Solution:

Deployed 3 dedicated digital agents to engage and qualify leads in real time, handing over only pre-qualified prospects to sales teams.

BUSINESS IMPACT

Renault centralised and optimised its digital lead qualification process, reducing inefficiency in the sales funnel. Sales teams were able to focus on high-quality leads, improving productivity and closing rates across the network.

Transform Your Website Sales Today

