

CASE STUDY

# TENEIO DRIVES UP WEBSITE CONVERSION RATES BY 400% AT SKODA

**LUCY IS THE NEW VIRTUAL ASSISTANT THAT HAS  
SKODA ALL REVVED UP.**

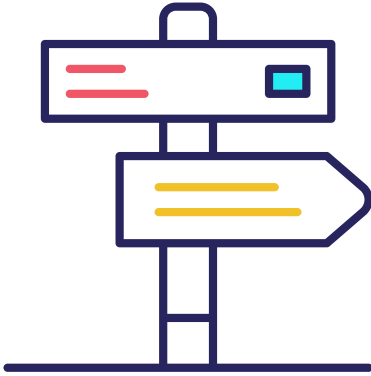
Powered by Teneo, Artificial Solutions' award-winning conversational AI platform, Lucy allows Skoda to deliver a superior customer service experience that is already having a significant impact on enhancing the customer journey and improving website conversion rates.

## KEY HIGHLIGHTS

- ▶ Increased website conversion rates by 400%
- ▶ Delivers 24/7 personalized advice on choosing, specifying and purchasing car
- ▶ 300% increase in engagement and traffic
- ▶ Rapid deployment despite complexity of project
- ▶ Fully compliant with GDPR requirements



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## STEERING THE CUSTOMER JOURNEY

Buying a new car is an emotional experience. It's a major purchase filled with numerous choices and decisions at every step. While it's commonplace for people to use "configure my car" widgets on automobile websites, it's much harder to engage that potential customer to give contact details, and even harder still to encourage them to commit to the next step in the customer journey; booking a test drive.

It's the automobile industry's equivalent of an abandoned shopping cart.

## BACKGROUND

Founded in 1895, Skoda is one of the world's oldest car manufacturers. A wholly owned subsidiary of Volkswagen Group, Skoda delivered more than 1 million vehicles to customers worldwide during 2017. Recognizing that the customer experience needed a different approach, Skoda embarked on a program to change how it interacted with customers online.

The company built a vision of how they wanted the customer journey to look. It was a plan that put the customer first, from initial point of contact to the stage where the relationship is handed over to the dealership. Available 24/7, the customer would be able to immerse themselves in the experience whenever they wanted, and even though this would require automated channels, Skoda wanted to personalize every aspect of the interaction.

Artificial Solutions and the power of conversational AI has enabled this vision to become reality.

## SOLUTION

Developed in just a few months using Teneo, Lucy is transforming the Skoda online experience. Customers can chat with Lucy to discuss their needs, such as what they will be using the car for or what their budget is. Lucy takes all the information the customer provides and recommends the most appropriate car from Skoda's eight models. She can even include a comparison based on personal preferences.

From this point, Lucy can lead the customer into the car configurator to help specify the details including upselling with additional warranties and service agreements. Finally, Lucy can schedule a test drive at the nearest dealer based on actual availability of a car similar to the one the customer has just configured.

Thanks to Teneo's topic switching ability, the customer can at any time interrupt the conversation and for example, return back to advice about what car to choose, or see what options might be available on a different budget.



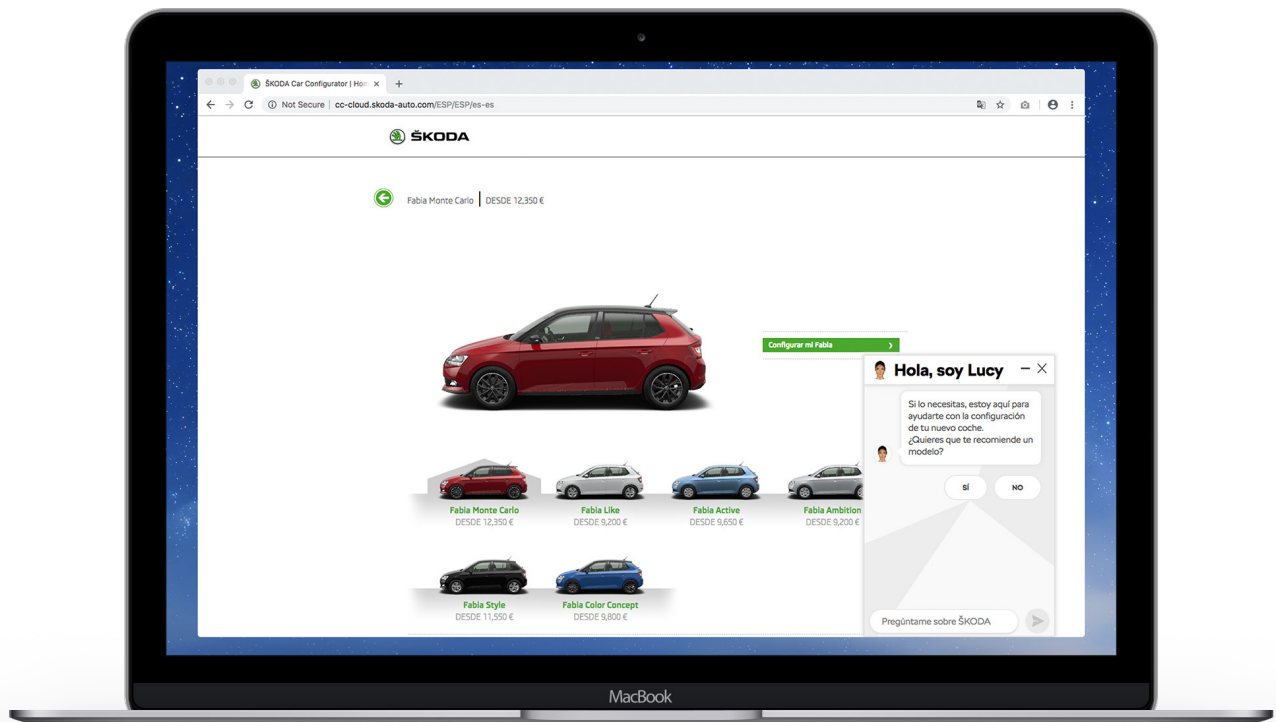
Lucy's chatty, humanlike conversational style, combined with her ability to add real value to the interaction by delivering responses that are personalized, relevant and consistent allows Skoda to build a closer relationship with its customers. This measure of trust gives customers the confidence to hand over their contact details and arrange a test drive, which lowers Skoda's operational costs and provides dealerships with a source of highly qualified leads.

In a just a few short months since Lucy was launched Skoda has seen a 400% increase in website conversions from customers using the car configurator to booking a test drive online.

## BEHIND THE SCENES AT SKODA

The project was launched in three stages with Skoda's Spanish division. This served two purposes.

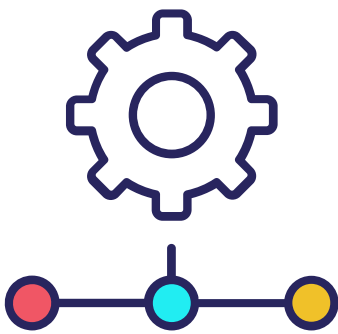
The Spanish market is smaller than other regions and therefore offered a chance to pilot Lucy at a smaller initial audience but with potentially high gains to the business.



In addition, splitting the implementation gave a chance for each stage to be monitored and assessed against pre-determined success criteria and enabled enhancements to be made quickly at each stage of the project.

An initial version of Lucy with the specific aim of increasing booking was launched early-on and a further two stages with additional features around the sales process, such information on insurance guarantees and the ability to handover to live chat, were included in each subsequent stage.

Lucy is heavily integrated in Skoda's back-end systems. She uses this knowledge to seamlessly determine the closest match in the car configurator to connect the customer to the dealer closest to them.



With such a level of personal information being shared by the customer it was important that the company could comply with various data privacy regulations, including GDPR. Teneo includes several features to identify personal data and deal with it accordingly, while still enabling Skoda to maximize the value of the data generated and remain compliant with GDPR.

Although Lucy is highly conversational, because 50% of Spanish users connect over a smartphone, Skoda also designed some messages as closed questions, allowing customers to simply click their response, easing the customer journey even further.

Since Lucy's deployment, Skoda has seen a 300% increase in engagement and traffic to its website. With a near 100% knowledge coverage, Lucy is already directly driving new business.

It's these statistics, combined with the increase in website conversation rates. that has given Skoda the confidence to roll-out Lucy worldwide, and make her available on multiple channels and in multiple languages.

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