Session: 107
Date: Tuesday, June 14, 2011
Time: 11:00am - 12:15pm
Track: Strategy

Piloting “Social CRM” at AutoTrader.com

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Session Description

Want to start using social media to your organization’s best advantage? By monitoring social media websites for brand recognition, AutoTrader.com noticed customers were posting service issues and seeking solutions. The company quickly discovered that they needed a process for addressing customer issues via social media. Find out how their marketing and customer operations teams collaborated on a pilot project, dubbed Social CRM, to explore how social media could expand their reach and resolve problems before they turned into customer service issues.

Speaker Background

Joe Bannon, Consumer Services Program Director at AutoTrader.com, is a 30 year veteran of the advertising and media industry. Joe has been at AutoTrader.com since January 2003. Prior to his role in Consumer Services, Joe was the Director of Consumer Sales and Support and before that the Director of Strategic Planning and Sales Operations. He is currently a member of AutoTrader.com’s Innovation Garage Council and Social Media Strategy team, fostering innovation and participation in the social web. Joe holds an MBA and a B.S. in Advertising University of Florida where he earned a B.S. in Advertising and an MBA. Joe and his wife Jennifer reside in the intown Atlanta community of Morningside, with their daughters Sara (14) and son Jackson (12). In his free time, Joe enjoys playing bass and guitar in RoadKill and Cox Rocks, volunteering with ATC's Community Relations team and the Cox Enterprises/Chamblee High School Mentoring Program and enjoying life inside the perimeter.

Social Customer Relationship Management at AutoTrader.com

How we pitched and piloted SCRM within ATC's Customer Operations Department

Joe Bannon, Consumer Services Program Director
joe.bannon@autotrader.com

AutoTrader.com

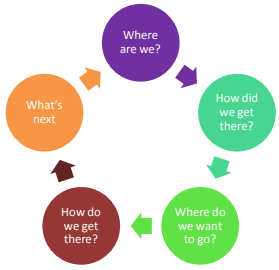
What happened in Vegas didn't stay there!

The Social CRM journey for ATC started at ACCE 2009 in Las Vegas.

Lane Becker, President and Co-Founder of "Get Satisfaction," gave the final keynote on Friday, October 9th.

Then I got home and my wife had ordered shoes…

Customer Service + Marketing + Social Media = ?

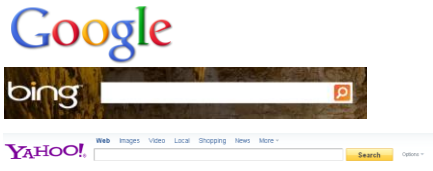


Social Customer Relationship Management at AutoTrader.com

Customer Service + Marketing + Social Media = ?

Where are we?

Do people care enough about your brand, products or services to get mad AND talk about it when you disappoint them?



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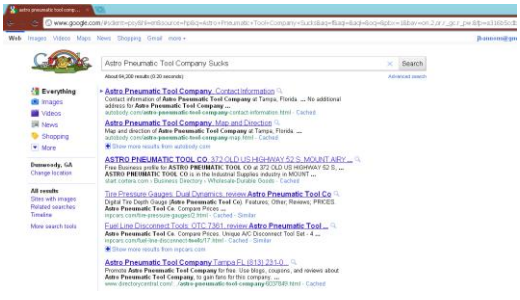
Customer Service + Marketing + Social Media = ?



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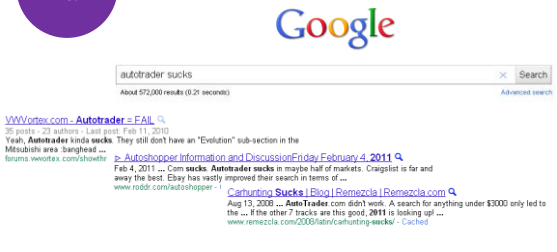
Customer Service + Marketing + Social Media = ?

Where are we?

So yes, people care enough about our brand, products and services and they do get mad AND talk about it when we disappoint them…



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Customer Service + Marketing + Social Media = ?

Where are we?

First Attempts

ATC's initial steps were basic brand monitoring and occasional outreach and response.

Before we started the Social CRM Project, AutoTrader.com did have some presence on the Social Web:

1. We had launched a Facebook page and Twitter Feed
2. Marketing was monitoring social media using Alterian
3. We were responding to social mentions of service needs, but not in a sustainable way

So, after getting some buy-in from our customer service management, we went and talked to marketing and we found that our goals were aligned:

1. Faster and more effective response
2. Managing the message
3. Continuing to monitor and see what was out there

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Started with Blog Monitoring and Response (MarCom), launched Facebook and Twitter.

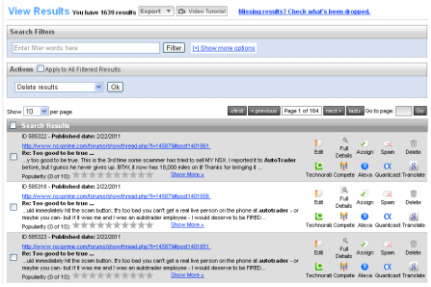
http://twitter.com/#!/AutoTrader_com

http://www.facebook.com/autotrader

Customer Service + Marketing + Social Media = ?

Where are we?

ATC's initial steps were basic brand monitoring and occasional outreach and response.



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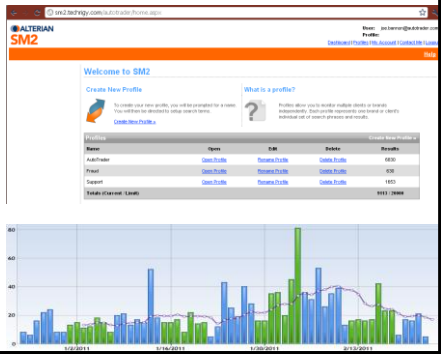
Customer Service + Marketing + Social Media = ?

Where are we?

There are dozens of tools out there now to help you monitor what is being said about your company on the social web.



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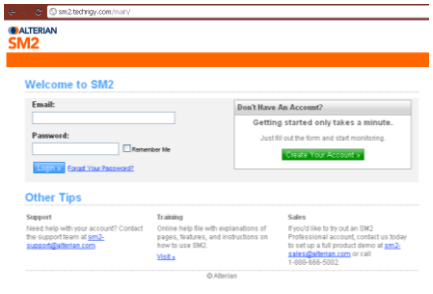
Customer Service + Marketing + Social Media = ?

Where are we?

You can do this too….for free!



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Customer Service + Marketing + Social Media = ?

Where are we?

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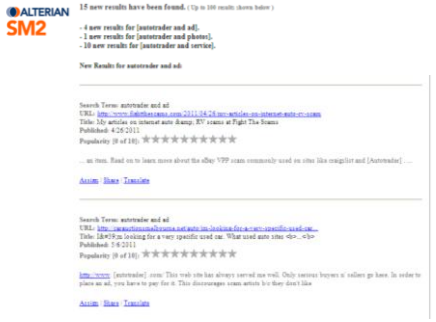

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Customer Service + Marketing + Social Media = ?

How did we get there?

ATC's initial steps were basic brand monitoring and occasional outreach and response.

Started with Blog Monitoring and Response (MarCom)

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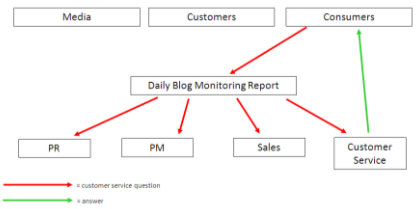
Customer Service + Marketing + Social Media = ?

Where do we want to go?

Customer Service is best at communicating to customers! It's what we do all day…but what we needed to get started were strategies, goals and tactics.

(Proposed)



Customer Service + Marketing + Social Media =

Where do we want to go?

Social CRM

We had some goals for Social CRM in mind, but we first needed to confirm they were:

1. Meaningful to both our customers and to our business
2. Something the company could get behind
3. Realistic

We started:

1. Partnering with Marketing and our Training Department
2. Getting buy-in
3. Listening, monitoring and seeing what was out there with a customer service hat on

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What did we find when we started listening?

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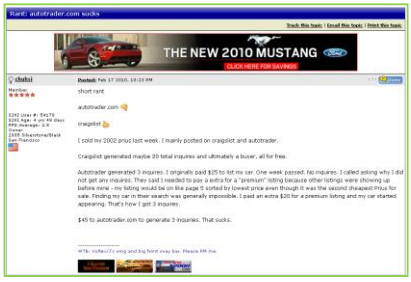
What did we find when we started listening?



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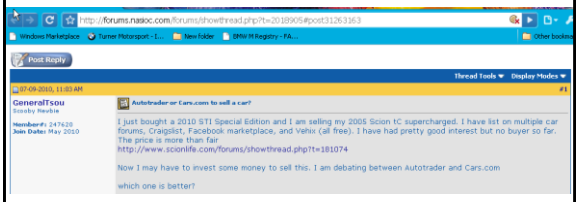
What did we find when we started listening?



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What did we find when we started listening?

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What did we find when we started listening?

Hello everyone!

I'm new to the forums and I'm really looking forward to sharing some of my experiences in the car industry as well as looking for some advice!

I've come here because as an advertiser for vehicles for my dealership, I am absolutely stuck. And I mean STUCK.

The dealership I work for is Metropolis Auto Sales. The website is here ---> www.metropolisautos.com <http://www.metropolisautos.com> .

What really bites me is that I cannot figure out why I can't sell any cars. When I first began working, things were fabulous. Now, I can barely push any cars out to be sold for the dealership. I'm taking pictures, posting on Craigslist, we belong to Autotrader, etc. and I still can't figure out why I can't pull in anyone. With people I email, I give the most respect I can to a potential customer, etc. and I can't get them to contact me back.

I guess what I'm looking for is, what am I doing wrong here? What are some ways I will be able to pull in customers like a successful fisherman catching dozens of fish in an hour?

One thing I will be doing is an inventory refresh, which will be retaking photos of all the cars I have listed and maybe doing a little more of a writeup for each of them.

Does anyone have the slightest amount of suggestions? Anything is appreciated. Thank you!

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What did we find when we started listening?

Seller's Description and Comments

RATES AS LOW AS 0.9%!!! - BMW Certified. ****CARFAX 1-Owner**** Black Sapphire Metallic exterior and Black Leather Seats. Remaining Free Maintenance up to 50,000 Miles! Only 26,561 Miles! LUXURY SEATING PKG: heated steering wheel, pwr rear & side window sunshades, front ventilated seats, active driver seat with gentle massage, ski bag, heated rear seats, PREMIUM SOUND PKG: AM-FM stereo, 6-disc in-dash CD changer, MP3 capability, LOGIC7 sound system, (13) speakers with (2) subwoofers, digital sound processing (DSP), radio data system (RDS), COMFORT ACCESS SYSTEM, SPORT PKG: sport suspension, leather-wrapped multi-function sport steering wheel, 20" x 9.0" front double spoke alloy wheels, 20" x 10.0" rear double spoke alloy wheels (style 149), P245-40YR20 front performance tires, P275-35YR20 rear performance tires, dark ash wood interior trim, high-gloss black, and Navigation System **** Up to 6-Years-100,000-Mile Warranty, Comprehensive inspection and reconditioning, 24-hour Roadside Assistance, 80 BMW Courtesy Service Loaners available. Once you're behind the wheel of a Certified Pre-Owned BMW you won't believe it's pre-owned. **** CARFAX 1-Owner; Qualifies for CARFAX Buyback Guarantee. To drive a BMW is to truly understand a BMW...so contact us at HENDRICK BMW to schedule your Ultimate Driving Experience today ==call us, email us, or visit us at www.HendrickBMW.com or the Hendrick BMW Facebook, www.facebook.com-HendrickBMW and the Hendrick BMW BLOG, blog.hendrickbmw.com or Hendrick BMW 6950 East Independence Blvd Charlotte, NC 28227 === we have the largest selection of New BMW & Used BMW Certified Pre-owned in the Carolinas! ALL RATES BASED ON APPROVED CREDIT. Please confirm the accuracy of the included equipment by calling us prior to purchase.
North Carolina residents must pay applicable taxes, license fees, and title fees at time of delivery. Hendrick BMW charges a $399.00 documentation fee on all transactions. Visit us at www.HendrickBMW.com or Hendrick BMW 6950 East Independence Blvd Charlotte, NC 28227 Buyer is responsible for vehicle pick-up or shipping. Out of state buyers are responsible for all state, county, city taxes and fees, as well as title/registration fees in the state that the vehicle will be registered.

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For ATC Social CRM = Advice, Awareness and Education

Where do we want to go?

Goals of Social Customer Relationship Management

- Set some clear, simple goals
- Just a few is fine
- For Social CRM, make sure that they are customer centric

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For Social CRM = Advice, Awareness and Education

Where do we want to go?

Goals of Social Customer Relationship Management

Educate consumers who visit social networking sites and who are seeking automotive information such as car buying, trade-in or selling advice, and information about ATC:

- Pros and cons of different sites
- New vs used, selling vs trading, etc.

Answer questions about buying and selling activities, ATC products or services:

- Advertising a car for sale
- Using other services, such as valuing a car with an online appraisal tools
- Shopping for a new, certified pre-owned or used car
- Educating users about online fraud and how to stay safe on line while buying or selling a car

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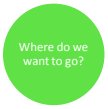
For Social CRM = Advice, Awareness and Education



Objectives for Social Customer Relationship Management

- More awareness of AutoTrader.com and of online car shopping, trade-in valuation or private selling
- A more educated car-buying, trading or selling audience
- Increased awareness of online fraud and how to stay safe while buying or selling a car online
- We eventually expect to see a reduction in certain types of interactions, a reduction in our consumers being victims of fraud, more traffic to our valuation tools and more ads from private sellers

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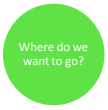
What's in it for me?



Benefits of Social Customer Relationship Management

- Answering consumer and customer questions via social media will help educate all those using that site and also interested in online car shopping or selling
- The public nature of this social activity will position AutoTrader.com as trusted experts in our space, as well as increase our brand awareness and the use of our products and services
- Through the two-way communication with consumers and customers enabled by social media, AutoTrader.com will stay tuned-in to current shopper and disposer attitudes, trends, needs, wants and preferences

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Ok! We have goals, objectives and ROI..what's next?

Next Steps: Work with MarCom and Other Management to Pilot Social CRM.

- Commit resources to Social Media ahead of the anticipated ROI…"Trailing Monetization of Value"
- Assign appropriate resources: Program Director, Program Manager, Marketing/Communications Liaison, Supervisor and Agents representing Customer Service
- Training on the tools and how to respond to inquires via Social Media and handle consumer and customer interactions via this new service channel

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Ok! We have goals, objectives and ROI..what's next?

- Decide ahead of time and gain consensus on what types of sites, audiences and consumer or customer conversations to participate in. Do not stray from this without re-visiting the strategy and tactics with the whole team
- Use this Pilot as research and build a Customer Service Social Media Roadmap involving: Audience Strategy, Objectives for each audience, Tactics, Tools/Technology and Metrics

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Ok! We have goals, objectives and ROI..what's next?

- Assigned reps
- Trained on the monitoring tool
- Built up examples of responses reps would use to answer inquiries concerning service and other issues
- Ran Pilot in 2010 and are using the learning to craft a longer term (3 to 5 year) strategy for SCRM

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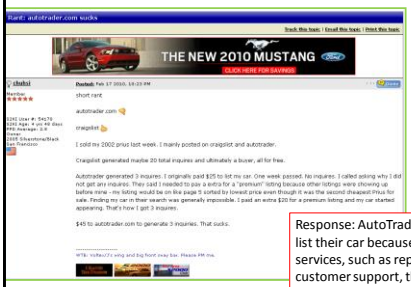
Ok! We have goals, objectives and ROI..what's next?

Pilot specifics

- Pilot launched on 6/1/10
- Utilized three groups and 4 agents for pilot
- Allocated 2 hours per week per agent
- Covered Consumer Services Support (2 agents), Corporate Affairs & Fraud, and Dealer Support
- Identified opportunities to provide education, advice or assistance to posts mentioning ATC or related to car buying and selling

30

Examples of how we responded



Response: AutoTrader.com charges sellers to list their car because we offer products and services, such as reporting, live chat and customer support, that Craigslist, being free, does not. While we can't guarantee a buyer for every car, we are here to help with selling tips and advice at 866 AutoTrader or (866) 288 6872

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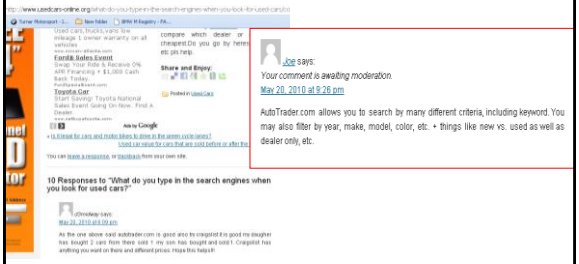
Examples of how we responded



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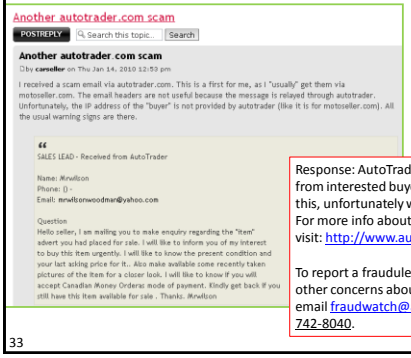
Examples of how we responded



Response: AutoTrader filters the emailed leads from interested buyers to prevent emails like this, unfortunately we cannot catch them all. For more info about staying safe online, please visit: http://www.autotrader.com/fraud/

To report a fraudulent listing or if you have other concerns about on-line fraud, please email fraudwatch@autotrader.com or call 877-742-8040.

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Examples of how we responded

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Customer Service + Marketing + Social Media =

What's Next?

Social CRM

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What else did we learn?

How do we get there?

Results

- Private sellers, shoppers and dealers are turning to Social Media seeking answers
- What is the best place to sell my car? Where do I advertise?
- Should I use a Free or Paid site? AutoTrader.com vs. Cars.com (Craigslist, Ebay, etc.)
- What is my car worth? Should I fix it up before selling it or not?
- Is this deal too good to be true?

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What else did we learn?

How do we get there?

Results

- Is this deal too good to be true?
- My advertising isn't working! What should I do?
- Enthusiast blogs are very, very popular forums for not only asking questions about using sites like ours, but for posting cars for sale and generally "hanging out"
- More and more dealers are advertising on Social Media and including information about their Social advertising in their ATC advertising

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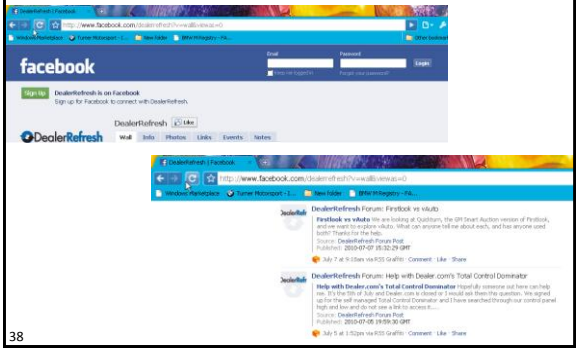
What else did we learn?



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What else did we learn?

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What else did we learn?

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What else did we learn?

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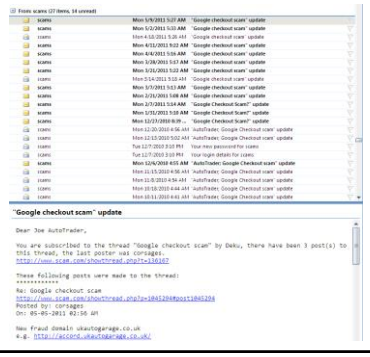

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What is next?

What's next

Where do we go from here?

- Create some quick, clear and easy to understand web-enabled tutorial videos that can be posted in answer to social media inquiries
- AutoTrader YouTube channel
- Partner with enthusiast blogs
- Enable and expose blogs on ATC

- Some of the content/tutorials and responses should target the most common Telephone and Email Inquiries about our products and services, Dealer and Consumer complaints and Fraud issues

- Social Media Policy and Guidelines in Employee Handbook

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What is next?

What's next

So things on the horizon for us…

- Location, Location, Location! Foursquare and Gowalla are mobile apps that leverage location. Yelp, Google Latitude, Twitter and Facebook are in the mix, too

- Group Buying and Mobile: Groupon, Living Social, point-of-purchase advertising, Google's acquisition of AdMob, Apple's new iAd platfrom

- Mobile Payments

- See http://mashable.com/2010/07/05/5-social-media-trends/ for more

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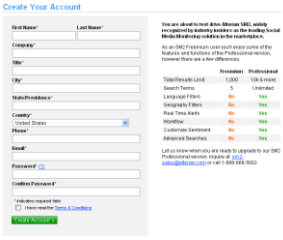
You can do it, too!

What's next

You can do it!



http://sm2.techrigy.com/main/signup.aspx

http://socialmedia.alterian.com/learn-more/training/training-videos1/

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Customer Service + Marketing + Social Media =

Social Customer Relationship Management at AutoTrader.com

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I am here to help!

Thank you!

Questions? Answers?

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