

## SCION DRIVES SALES THROUGH REAL-TIME ONLINE CUSTOMER SUPPORT

Live chat helps customer service reps provide information and guide the buying process for Toyota's new Scion.

Since its founding in 1937, Toyota Motor Corporation has made far-reaching contributions to society and the economy through automobile manufacturing.

Toyota has grown to become the world's third largest automaker, annually selling more than 6.11 million passenger cars, trucks, and buses worldwide under the Toyota, Lexus, Daihatsu, and Hino brands. Having stepped up the globalization of its operations, Toyota manufactures vehicles in 26 countries and regions, markets them in more than 140 nations, and employs approximately 260,000 people worldwide.

### The Challenge

In mid-2003 Toyota introduced a new car marque, Scion, to suit the demands of an emerging culture of new car buyers known as Gen Y.

Scion planned a phased introduction with an initial launch in California followed by two additional roll-outs in 2004. Customers within and outside California can visit [www.scion.com](http://www.scion.com) for product information and to find out about upcoming events and Scion availability.

After analyzing the market and the buying patterns of their target customer, Scion realized that they would need more than a website to help drive sales. In order to appeal to a young, tech-savvy audience, they would need to personalize and integrate technology into each stage of their buying process. To do this, Scion equipped their website and showrooms with tools that allow customers to design their own car and communicate with other Scion owners.

### Focus on Online Communication

To facilitate further contact with their customers, Scion focused on communication through their website and contact center.

Given the popularity of instant messaging and the prevalence of technology with Gen Y culture, Scion

sought to provide their customers with more than just an email address and a phone number. Also, since the majority of visitors to the Scion website were potential buyers, they wanted a tool that could easily connect sales agents with online customers.

In mid-2003 Scion decided to add live chat to their website to connect with their customers in a real-time and informal environment. More interactive than email, live chat is aligned with Scion's unique approach to a personalized and interactive sales environment.

### The LivePerson Solution

After researching live chat solutions offered by LivePerson and RightNow Technologies, Scion chose LivePerson due to a superior feature set, enhanced reporting capabilities, ease-of-use for both their customers and agents and seamless integration with other CRM solutions.

*"LivePerson allows Scion to connect with online customers interested in purchasing one of our models. We can easily guide them through the buying process as well as begin relationships with prospective buyers that reside outside California."*

**Jim Farley, Vice President, Scion**

In order to fully deploy LivePerson, Scion needed contact center agents that could easily communicate with customers through live chat. Agents were tested for typing speed, web research skills, and the ability to communicate effectively with the Gen Y audience.

Three weeks after the initial decision to research live chat as an option for their website, Scion fully deployed LivePerson and began to take chats from prospective customers.

## Results

LivePerson enables Scion to shape their brand vision and guide their customers through the buying process.

Through live chat, Scion Customer Advocates help potential buyers understand the differences between Scion and other car models and find a dealership in their area. Agents are also able to establish connections with customers that reside outside of California and would like to receive information when Scion is available in their area.

Currently, 35% of Scion's inbound inquiries come through the live chat channel. As this number continues to increase, Scion has seen a 10% decrease in incoming emails.

Scion has also determined that although they provide an email address to customers that attempt to chat after hours, only 12% choose to communicate with the company in that manner.

Due to the positive response to live chat, Scion will expand their online hours and the number of customers that they chat with as Scion's tiered roll-out continues across the United States.

## A Source of Market Data

Along with real-time sales and customer service assistance through live chat, LivePerson also provides Scion with valuable market data on their customers. Through pre- and post-chat surveys, which are available with a LivePerson online communication solution, Scion asks their customers questions to help agents better understand each customer's inquiry. This data provides Scion with real-time insight into their consumers, without having to conduct complicated and time-consuming customer surveys.

Through the pre- and post-chat surveys, Scion has learned that despite the fact that Scion is currently only available in California, just over 50% of all inbound chat inquiries originate outside the state. In addition, 80% of the customers that chat with a Scion agent are prospective customers rather than current owners.

## Meets Needs of Customers and Agents

Another benefit that Scion has realized is the high customer satisfaction ratings that they receive from customers that use LivePerson during their visit. On

message boards, customers often mention how cool it is to connect with a company in such an informal and interactive environment and reference answers that they have received from LivePerson-enabled agents.

Similarly, Scion employees attest to the benefits that LivePerson brings to the company. Employees have increased their productivity by interacting with multiple customers concurrently and enjoy the challenge of a new channel of communication. They also enjoy connecting with the Scion customer on a more informal and interactive environment.

LivePerson also provides Scion with the capabilities to extend its multi-channel delivery strategy and integrate email and a knowledge base into their current solution. This integrated solution will allow the company to seamlessly convert a prospect into a customer.

*"The ability to chat with our online customers is an invaluable way for Scion to answer customer questions and to relate to our customers on another level. As our target buyer is information rich, time poor and tech savvy, they appreciate the immediacy and quality of the service they receive through LivePerson."*

**Jim Farley, Vice President, Scion**

## About LivePerson

LivePerson ([www.liveperson.com](http://www.liveperson.com)) is an Application Service Provider (ASP) of technology facilitating real-time sales, customer service and marketing solutions for companies doing business on the Internet. The LivePerson service enables online businesses to communicate with Internet users in real time, thereby enhancing the online experience. LivePerson allows clients to increase revenue and productivity while decreasing the overall cost of customer support. The company serves EarthLink, QVC, Macy's, HP, Ameritrade and over 3,000 other clients. LivePerson is headquartered in New York City, with R&D facilities in Tel Aviv, Israel.