



5 Ways to Win with your Conversations

How to Get the Most out of Conversations Starting Now

Conversations is Dealer Inspire's advanced messaging platform, instantly connecting dealerships with their shoppers 24/7.

If utilizing Conversations is new for you and your dealership, here are 5 ways to win with Conversations that you can implement today.

Assign Admins and Agents

There are two sides to Conversations from the backend, dealer role perspective: Agent and Admin. Delegate team members according to what role works best for your dealership.

Admin

Admins are the ones who lead the charge on the Conversations tool. Admins are responsible for adding users, managing teams, adding hotkeys, or adjusting and managing anything in the backend settings of Conversations to create a personalized user experience for your shoppers.

Would you or someone on your team be the best fit for Admin? Attend our Admin session for a hands-on, demo-driven workshop on the Admin side of Conversations.

[Register Here](#)

Agent

Agents are those who answer chats and are "in the field" daily using Conversations. Unlike Admins, who assist with the set up and efficiency of Conversations from the backend, Agents will communicate with shoppers who interact on your site. Agents can create a profile and can utilize all aspects of the Glove Compartment to engage with the customer.

Attend our Agents session for a hands-on, demo-driven workshop on the Agent side of Conversations.

[Register Here](#)

Greet with Welcome Cards

Welcome Cards are ways you can engage with your customers before you even start chatting!





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Take content from your Glove Compartment, like special offers, a welcome video from your dealership team, or a sales event promotion. You can even make Welcome Cards clickable, so once they open the chat window, your customers can act on sales incentives or engage with your website.

We recommend setting no more than two or three Welcome Cards. This is a great way to engage with your customer and greet them with conversation starters!

Send Hotkeys

Send concise and professional responses with Hotkeys! The Hotkeys function in the Chat Toolbar of Conversations allows you to create and utilize templated responses, so you can save time, limit typing errors, and pave the conversation for your customer.

Select the Lightning Bolt in the Chat Toolbar to the right to access Hotkeys.

Admins can create and customize Hotkeys, while Agents can utilize them! Conversations offers standard template responses, but we recommend creating Hotkey options that might be fitting for your dealership, specifically.

Consider Hotkeys like:

HOTKEY: /testdrive

TEXT: Great news — this one is in-stock and available for a test drive! When would you like to come in, tomorrow or today?

Reference this [Hotkey guide](#) for more information on building and sending Hotkey templates!

Utilize the Glove Compartment

In addition to tools like Hotkeys in the Chat Toolbar, Conversations offers tons of useful information in the Glove Compartment to help engage the shopper and direct the conversation to drive more sales.





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The Glove Compartment is a place where you can facilitate a conversation and encourage sales through sending incentives, vehicle information, videos, .PDFs, brochures, payment estimates and more.

The best part about the Glove Compartment? All information is click, drag, and droppable! If a customer is interested in a white, 4-door sedan, you can send them a quick picture of a few options on your lot within seconds!

Keep the conversation moving forward with all there is to use in the Glove Compartment of Conversations.

Use Mobile

The best part about Conversations? Take all of these wins and best practices while on the go with the Conversations Mobile App. All functionalities are offered in the Dealer Inspire Conversations Mobile App, too, allowing you and your other dealers the opportunity to never miss a conversation or even take the conversation on the lot with you!

The Conversations messaging platform allows consumers to message directly with dealers' businesses from their website, through SMS Text, Facebook Marketplace, Messenger, Cars.com, and more, inside one seamless, cross-device, and user-friendly experience.

Make connections and close deals with Conversations.

Looking for more? Download the Conversations Training Guides for [Agent](#) and [Admin](#).

