



CONVERSATIONS HOTKEYS™ TEMPLATES

You can program custom hotkeys to have better, faster, and more engaging conversations.

LEARN HOW

- 1 Login to **Conversations** →
- 2 Click on the HotKeys tab under 'Account Settings'
OR go here: <https://conversations.dealerinspire.com/admin/hotkey>
- 3 Click **ADD NEW HOTKEY** and follow the steps below:

New HotKey

HotKey Name*

Location* ▼

Category* ▼

HotKey*

Text*

VARIABLES

You can also use variables to personalize your HotKey messages either by dealership or by the chat agent by using the following markups:

- <<agentName>> First and last name of the agent
- <<agentEmail>> Agent email address
- <<agentPhoneNumber>> Agent phone number
- <<dealershipName>> Dealership name with dealership group
- <<locationName>> Dealership name only
- <<dealershipPhoneNumber>> Dealership phone number

⚡ NEW ARRIVAL FOLLOW-UP

CATEGORY: SALES

When chatting with a shopper asking about in-transit vehicles, a new model year vehicle that hasn't shipped yet, an expected trade-in, or basically any vehicle that's not currently on the lot — ask them how they'd like to be notified when it arrives.

HOTKEY: `/comingsoon`

TEXT: `I'd be happy to contact you once the vehicle arrives.
Would you prefer I follow up via text, phone call, or email?`

⚡ MUST HAVE FEATURE

CATEGORY: SALES

Quick needs analysis when a customer is asking about a vehicle's availability or wants to test drive, but doesn't mention a specific trim.

HOTKEY: `/feature`

TEXT: `This vehicle comes in a few different configurations, was
there a specific feature you just had to have?`

⚡ TEST DRIVE APPOINTMENT

CATEGORY: SALES

When you land a customer on their vehicle of interest, and want to invite them to come in for a test drive.

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?`

⚡ GENERAL FOLLOW-UP

CATEGORY: SALES / SERVICE

When you aren't able to provide an answer in the moment, this HotKey is a great way to ask for the best way to connect with the shopper.

HOTKEY: `/contactinfo`

TEXT:

It may take a few minutes to get that info. What's the best way to follow-up with you: Text, Email, or Phone?

⚡ TEXT PERMISSION

CATEGORY: SALES

Great way to ask for contact information fast as you're setting an appointment.

HOTKEY: `/text`

TEXT:

Is it ok if I text you an appointment reminder, along with a link to directions to our dealership?

⚡ TRADE-IN VALUE

CATEGORY: SALES

*When a customer mentions their trade-in, let them know they can get an estimated value (**powered by Conversations**) simply by clicking the appropriate CTA.*

HOTKEY: `/tradein`

TEXT:

See that "Value Your Trade" button? After we're done here, go ahead and click it to get an estimated value on your current vehicle. It takes less than 60 seconds!

⚡ ONLINE SHOPPER

CATEGORY: SALES

After setting an appointment with a shopper, get them engaged with **Online Shopper** to maximize the likelihood of getting additional lead details, while also helping the customer save time beforehand.

HOTKEY: `/os`

TEXT: If you want to save time, click the “Show Payment Options” button you see on your screen to start customizing your deal ahead of time!

⚡ SELF SERVE QUOTE

CATEGORY: SALES

When a customer starts a chat and immediately asks for a quote on a specific vehicle, let them know that they can use **Online Shopper** to customize their own quote.

HOTKEY: `/selfserve`

TEXT: If you click the “Show Payment Options” button, you can actually customize your own monthly payments on multiple vehicles!

⚡ FINANCING OPTIONS

CATEGORY: SALES

When you’re engaged with a customer in a chat about purchasing a vehicle and they ask about the financing options you have available at your dealership, point them to **Online Shopper**!

HOTKEY: `/financeoptions`

TEXT: If you click the “Show Payment Options” button you see on your screen, you’ll be presented with all the available finance and lease options for that vehicle.

⚡ BRING YOUR TRADE-IN DOCS

CATEGORY: SALES

A fast way to remind customers who are bringing trade-in to their appointment that they should bring any required documentation. Edit based on your dealership's specific requirements.

HOTKEY: `/tradedocs`

TEXT:

Also, please make sure you bring a copy of your current vehicle's insurance, registration, and title so we have everything we need to take your vehicle on trade-in.

⚡ BRING YOUR STIPS

CATEGORY: SALES

When you set an appointment with a subprime customer, remind them to bring the documents your lenders will need in order to fund their deal. Edit as necessary.

HOTKEY: `/stips`

TEXT:

Please be sure to bring your two most recent pay stubs, a current phone bill, proof of residence, and three personal references.

⚡ FOMO INVITATION

CATEGORY: SALES

If a customer asks about the availability of a specific vehicle, use this response to create a sense of urgency to encourage the customer to visit your dealership ASAP.

HOTKEY: `/fomo`

TEXT:

That vehicle is still available. However it has been getting quite a bit of attention the past couple of days, so it may not be here long. Are you available to come see it today?

⚡ WE WANT YOUR TRADE-IN

CATEGORY: SALES

*If a customer mentions their trade during a chat (and you don't have the automated trade-in flow in **Conversations**) build some excitement to let the customer know you're eager to see it in person.*

HOTKEY: `/wewantit`

TEXT:

That sounds like a great vehicle, and something we'd definitely want on our lot. Can you bring it by today so my Used Car Manager can professionally appraise it for you?

⚡ PLACE A DEPOSIT

CATEGORY: SALES

If you're chatting with a customer and they ask about holding a vehicle or placing a deposit, use this hotkey to set expectations and get a contact number. Edit based on your dealership's specific requirements.

HOTKEY: `/deposit`

TEXT:

I'd be happy to hold that vehicle for you for up to 48 hours. We just require a \$500 refundable deposit. What's the best phone # to reach you so we can place the hold?

⚡ YOUR PLACE OR OURS?

CATEGORY: SALES

Use this hotkey to let your customers know that you offer test drives or delivery at their home or office in addition to your dealership.

HOTKEY: `/yourplace`

TEXT:

I can arrange that for you! Would you like to test drive that vehicle at our place or yours? Happy to meet you at your home or place of work if that's easier for you.

⚡ SERVICE SCHEDULER

CATEGORY: SERVICE

Use when you're chatting with a customer and they request a service appointment, and you have a service scheduler on your website.

HOTKEY: `/xtime` (use the name of your service scheduler)

TEXT:

Happy to help with that! We have a scheduling tool on our website that you can use to create your own appointment. www.mydealship.com/service/schedule-service/

⚡ SCHEDULE SERVICE APPOINTMENT

CATEGORY: SERVICE

If a customer initiates a chat to ask for a service appointment and you don't have a service scheduler on your website, use this HotKey to quickly solicit their contact information.

HOTKEY: `/serviceappt`

TEXT:

I'd be happy to help you schedule your service appointment. May I have your first & last name, along with the year/make/model of your vehicle please?

⚡ RESCHEDULE SERVICE APPOINTMENT

CATEGORY: SERVICE

When a service customer uses chat to ask to reschedule a previously booked service appointment, use this hotkey to quickly get their contact information

HOTKEY: `/reschedule`

TEXT:

I can certainly help you reschedule your service appointment. May I have your first and last name, along with your phone number please?

⚡ SERVICE COUPONS

CATEGORY: SERVICE

If a customer should ask if you have any available coupons for service, or if you want to proactively direct your service customer's attention to your available service specials.

HOTKEY: / [servicecoupons](#)

TEXT:

We have a few difference service coupons available right now. You can see them all here:
www.mydealship.com/service/service-specials/

⚡ SERVICE RECALL

CATEGORY: SERVICE

If a customer initiates a chat and references a recall notice that was put out by your OEM, you can use this HotKey to ask if they're already a service customer, and go from there.

HOTKEY: / [recall](#)

TEXT:

We definitely want to make sure we take care of that recall for you asap. Have you serviced your vehicle with us before?

⚡ SERVICE TO SALES

CATEGORY: SERVICE

When scheduling an appointment for a customer to bring their vehicle in for service, ask them if they'd be open to finding out how much their vehicle is worth.

HOTKEY: / [baytrade](#)

TEXT:

Also, while your vehicle is in for service, are you open to finding out how much it's worth?

PROGRESS REPORT

CATEGORY: SERVICE

When a service customer uses chat to find out the current status of their vehicle that's in for service, use this HotKey to set expectations and quickly determine contact preferences.

HOTKEY: `/serviceupdate`

TEXT:

I can help with that! I just need to get the latest status from your Service Advisor. Would you like to wait here in the chat, or have them call or text your back directly?

ALL MAKES & MODELS

CATEGORY: SERVICE

Have this HotKey handy when the person you're chatting with asks if you can service a vehicle other than one from your OEM.

HOTKEY: `/allmakes`

TEXT:

We do service all makes and models. What type of vehicle do you have, and what kind of service or maintenance are you in need of today?

WARRANTY CHECK

CATEGORY: SERVICE

Use this HotKey when a customer asks about a specific piece of equipment or needed repair is covered under the manufacturer's warranty.

HOTKEY: `/warranty`

TEXT:

I'd be happy to help you determine if that's covered under your vehicle's warranty. May I have your first & last name, along with the year, make & model of your vehicle?

⚡ PARTS AVAILABILITY

CATEGORY: PARTS

Use this HotKey when you have a customer inquire via chat about the pricing and availability of a retail part. Find out whether it's a part they'd like to install themselves or have you install to continue the conversation.

HOTKEY: `/partcheck`

TEXT:

I can check pricing and availability for your right now. Were you looking to install this yourself, or would you like to have our service department install it for you?

⚡ PARTS COUPONS

CATEGORY: PARTS

If a customer asks if you have any available coupons for parts, or if you want to proactively direct your customer's attention to your available parts specials.

HOTKEY: `/partscoupons`

TEXT:

We have a few difference parts coupons available right now. You can see them all here:
www.mydealship.com/parts/parts-specials/

⚡ PARTS DELIVERY

CATEGORY: PARTS

When you confirm that you have an available part for a customer along with the price, use this HotKey to ask if they'd like to pick up the part or have it delivered.

HOTKEY: `/partsdelivery`

TEXT:

We do offer free next-day delivery for all retail parts purchases. Is this something you'd like to take advantage of?