

4 ROADS

DS Automobiles

CASE STUDY



OVERVIEW



CLIENT:

DS Automobiles



TECHNOLOGY:

Custom Chatbot



TIMEFRAME:

8 Weeks



CHALLENGE:

Improve content discovery and create seamless booking experiences

BACKGROUND

DS Automobiles, a relatively new challenger in the car market, embodies the best of French luxury, offering a premium option for drivers looking for something different.

Created in 2014, DS now stands as a symbol of boldness, breathing an innovative spirit into each new model that leaves its workshops.

This attention to detail extends past the vehicles, as becoming part of the DS family means you will also benefit from incredible, personal and genuine service every step of the way.

4R CASE STUDY



CHALLENGE

Speaking of boldness, DS set itself the objective to become 'electrified only' by 2025.

With lofty goals come significant challenges, above and beyond the typical battle for market share. Consumers are still in their infancy when it comes to understanding the benefits – and quality – of electric vehicles.

People have a lot of questions and as electric options become more cost effective, the appetite for finding out more is ramping up.

DS wanted to capitalise on this early interest and make it easy for people to take the next step; converting on test drive booking forms.

Unfortunately, DS found it difficult to cater for everyone's needs through their website content.



SOLUTION



A traditional website couldn't quickly answer the wide range of questions, without adding extra friction to the experience.

Making users manually shift through content isn't the best way to ensure content gets found.

As a customer-centric agency, we knew this challenge well. We knew removing friction from the customer journey would be a priority, and that automation would play a key role. However, not at the expense of personal and genuine experiences.

Having delivered other high-profile chatbot projects, we recognised how a custom chatbot could help DS provide a smoother, quicker experience.

By processing questions and requests instantly, they make life simple for customers and users. If you're waiting around for basic help, you're not going to care if the person helping you is a bot or not.

SOLUTION

Unfortunately, a lot of chatbots are reactive. They respond to the query in question and then stop.

When we started thinking about the aspirations to engage users from a lead nurture perspective (i.e. proactively providing the prospective customer with related content about the model that they are interested in), it became clear that DS would need a custom element to the implementation.

We discussed the off-the-shelf options, and we ended up landing on the Microsoft Bot Framework as the backbone we could build on.

“ We partnered with 4 Roads because of their clear understanding of the project and our customer journey. ”

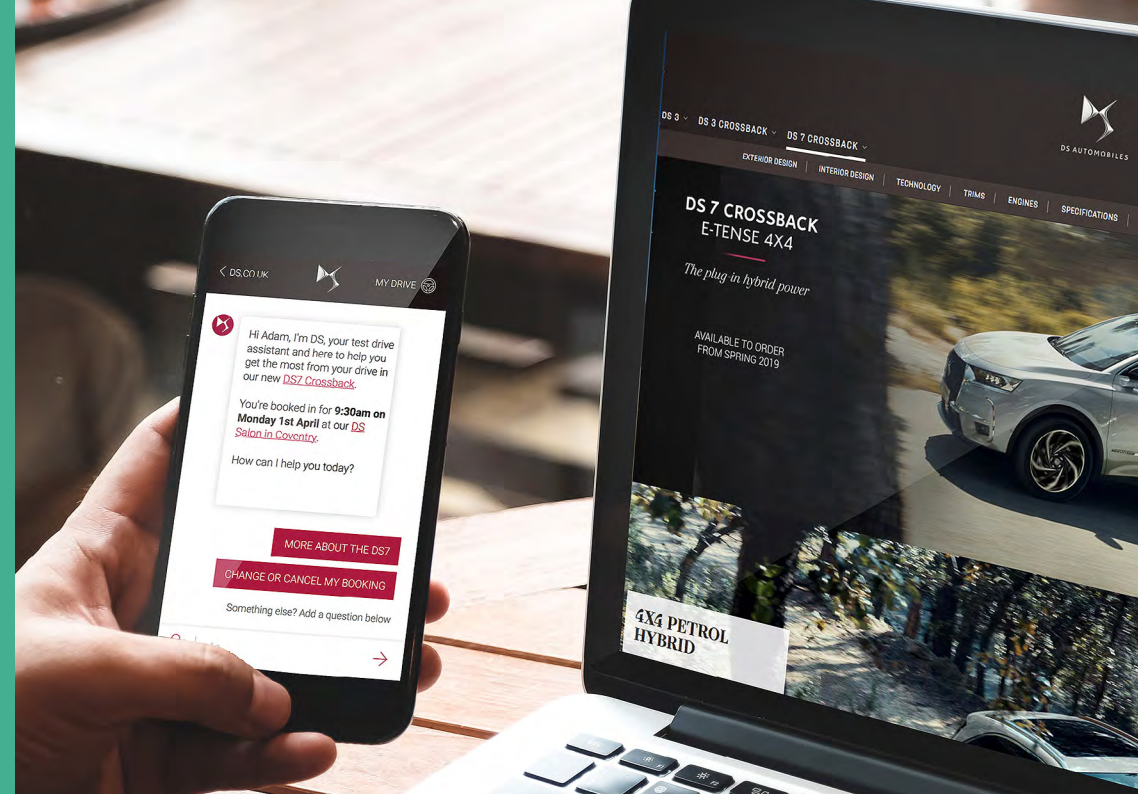
says DS' Head Of Communications,
Kris Cholmendley.

“We wanted to offer a higher standard of service and make it easy for people to research us as a brand. 4 Roads confidently guided us to the best solution, impressing us with their proactive approach.”

RESULTS

“By using the bot framework in Microsoft Azure, we were able to build quickly, and within 8 weeks we had the chatbot up and running.”

– Robert Nash, 4 Roads, Founder



To ensure a quick, frictionless customer experience, we created two individual workflows; one for asking questions, one for booking a test drive.

However, we made sure switching between them was seamless, letting users resume either at any point.

RESULTS

For test drive bookings, users are prompted to enter their postcode which automatically reveals dealerships close to their location. Once they complete the workflow, the information is set over to the dealer they have chosen.

Meanwhile, using the existing FAQs as a resource for information, we could quickly build up the knowledge base for the chatbot's responses, formatting answers to be delivered in a digestible, conversational manner.

Our internal testers fine-tuned responses, making the machine learning smarter and allowing it to accurately find the most relevant answer.

Around 50 responses were created, however, 4 Roads trained the DS team to add, update or remove questions without the need for a developer.

To make it easy for DS to review, the chatbot also collects all the unanswered questions, making it clear where updates are needed.



RESULTS

“ It was great to have a technical partner who was confident in directing the project forward. It's getting harder to train and retain staff, and to retain high levels of customer service.

We now have an innovative customer service solution to represent the brand.”

- Kris Cholmendley
DS Automobiles, Head Of Communications

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THANKS FOR READING!

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