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Trumpia®  
www.trumpia.com

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The Most Complete  
SMS Software

TRUMPIA FOR THE

# AUTOMOTIVE INDUSTRY

There's a constant balance that needs to be struck between your customers' appetite for up-to-the-minute alerts, and being sensitive about their busy work schedules. So whether it's for notices that their car is ready for pickup after a service, or an alert that a used car that matches their search criteria has just entered the lot, text messaging delivers immediate yet discreet communication for your dealership and shop. In fact, 42 percent of car buyers say they prefer to text with dealerships and repair shops, rather than call.

To learn more visit [our website](#), call or text us at 1-888-707-3030, or email [support@trumpia.com](mailto:support@trumpia.com).

# OUR FEATURES

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**Bulk  
Messaging**



**Personalized  
Messages**



**Mobile Keywords,  
Online Signup Pages,  
and QR codes**



**Landline  
Texting**



**Customizable  
Loyalty Program**



**SMS  
Surveys**



**Reminders**



**Automated  
Campaigns**



**Multi-Channel  
Communication**  
(SMS, MMS, email, social media, voice calls)



**Private  
Branding**



**Access  
Control**

# YOUR BENEFITS

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## SEND MASS ALERTS

Use short codes to instantly send hundreds of messages at the same time.

- ✓ Move old cars off the lot with text alerts when the price drops.
- ✓ Announce new models and pre-order deals.
- ✓ Alert customers to recall notices.
- ✓ 98% of all texts are read, vs only 22% of emails. So when you need everyone in your corporate network to know a new procedure, send them an alert via SMS to check their email.

## INDIVIDUALIZE MESSAGES

Have one-on-one conversations via text message.

- ✓ Allow potential buyers to receive text alerts for used cars.
- ✓ Send reminders for scheduled test drives or service appointments.
- ✓ Notify customers when their car is serviced and ready to go.
- ✓ Let customers know when their lease is due or if a payment is due.

## STREAMLINE OPERATIONS

Save time and energy by automating daily manual tasks.

- ✓ Have surveys automatically sent to guests after their service is done, so you can get feedback and improve your service.
- ✓ Send a link about a new model to your customers. Then, have an alert automatically sent to everyone who clicked the link when the car's stock is running low.
- ✓ Automatically send a follow-up email or text to customers a week after their test drive.

## EASE COMMUNICATION

Landline texting allows you to send and receive text messages using the phone number you already operate and advertise. Your sales reps can even maintain their own individual message inbox per their extension number. Let customers text instead of call to:

- ✓ ask simple questions about your address or business hours.
- ✓ find out whether a specific car is available for them to test drive.
- ✓ ask for pricing information and payment options.

## ORGANIZE YOUR ENTERPRISE

These tools enable you to increase security and organization across multiple locations and individual team members.

- ✓ Access Control lets you set which features and data each staff member is allowed to access.
- ✓ Private Branding makes it so when your employees log in to use the software, you can have it display only your name and logo.
- ✓ Coordinate between deliveries and customers so you can let them know exactly when their new car is ready to be picked up.

## QR CODE STRATEGY

Here's a popular strategy already used by dealerships around the country that gives customers an easy way to gain information about a car.

- ✓ Attach a unique QR code, which we generate for you, to every car on your lot.
- ✓ When a customer scans a code, our system automatically collects their phone number.
- ✓ The customer is automatically texted a link that leads to more details about the specific car.

A woman in a white lab coat is smiling and holding a tablet. The image is overlaid with a semi-transparent blue filter. The text is centered in white and black.

**HOW  
OTHERS IN THE AUTOMOTIVE  
INDUSTRY ARE  
USING TRUMPIA**

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## CHALLENGES

- ✓ Their shipping facility had a hard time coordinating deliveries between their truck drivers and customers.
- ✓ With thousands of deliveries going out each month, they needed a system that could handle a large volume of messages.
- ✓ Were using an existing a messaging application, but wanted a reliable and cost effective API.

## SOLUTION

- ✓ Sends over 2000 texts a month to truck drivers and customers.
- ✓ Truckers get alerts when shipments are available to be picked up.
- ✓ Alerts customers with a text when their order is on the way and delivered.

To read more about how Hankook Tires uses Trumpia,



[Click Here!](#)