



Ford uses sophus3 Live Chat to boost Mustang pre-orders

About Ford

- www.ford.com
- American Car Maker
- European HQ in Germany

Goals

- Open pre-orders of the new Mustang during the 90 mins of the game.
- Reassure the buyers when making an important purchase online.
- Engage with additional customers.

Approach

- Sophus3 Live Chat technology to communicate with the clients.
- Handle the display of the Live Chat button so only engaged visitors chat with Ford agents.
- Measure the satisfaction of the customers who entered a chat.

Results

- 500 Mustangs pre-ordered in 90 mins.
- 65 % of the chats resulted in a pre-order.
- High customer satisfaction and engagement.

During the UEFA Champions League final between Real Madrid and Club Atlético de Madrid, Ford of Europe opened online bookings for its new Mustang model for the first time, ahead of its European launch.

500 Mustangs for sale

EU customers could pre-order one of 500 of the new Mustang models from kick-off on 24th May, until the final whistle, on the car marques' website.

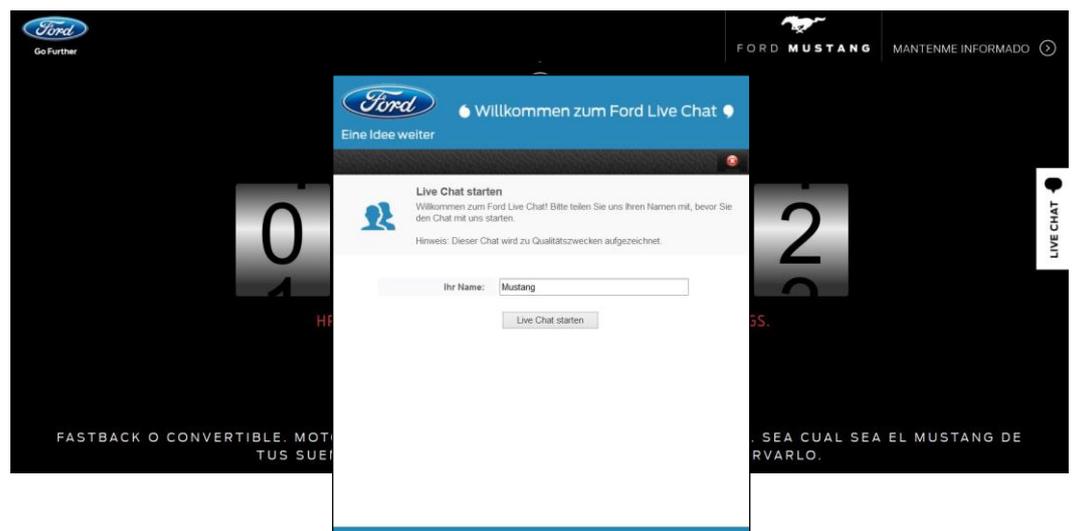
The model will launch in Europe next year, and the May booking window during the match marked the first time in the sports car's 50-year history that it will be sold across Europe. Customers could view information, graphics and videos about the new mustang and its heritage on the Ford website.

"The arrival of the new Ford Mustang in Europe is an event that deserves the biggest possible stage"

- Roelant de Waard, Vice president, marketing, Ford of Europe

Sophus3 Live Chat to communicate with the prospects

In order to reassure the prospects in this new and unique way of pre-ordering a car, Ford of Europe used sophus3 Live Chat technology.





Sophus3

- www.sophus3.com
- Offices in London, Paris, Frankfurt, Turin, Madrid, Istanbul and Detroit
- Management Information and Customer Interaction Specialist

Contact

 +44 (0)20 7403 7777
gordon.simpson@sophus3.com

 +44 791 918 2027
hubert.brillet@sophus3.com

 +44 79 19 174 671
elisa.caioli@sophus3.com

 +49 177 844 53 41
michael.huth@sophus3.com

 +34 619 81 03 40
javier.garcia@sophus3.com

Increasing customer interaction and satisfaction

Thousands of visitors went on the Mustang microsites during the campaign:

- 400+ chats across 3 markets (France, Germany and Spain)
- Out of those chats, 65 % of the visitors pre-ordered a Mustang
- Customer satisfaction was 4.6 out of 5
- Most visitors wanted to be reassured by a “human” before making such an important purchase online.
- Visitors who entered a chat were 6 times more engaged than average visitors.

At the end of the campaign, stakeholders were delighted by the amount of chats which resulted in the pre-order of a car.

“Ford “overwhelmed by stampede to reserve a new Mustang”

- www.autocar.com



Sophus3 Live Chat

Sophus3 Live Chat offers industry specific applications. In addition to the application itself sophus3 provides a service that is focussed on helping our clients gain the greatest benefit. Sophus3 thus helps in the planning phase to define the objectives and structure the business case.

The operators represent the most important piece of the puzzle. Ideally they need to be able to answer any relevant question and convey a “helpful and friendly tone” in their greeting and responses. Sophus3 provides in-depth training for the operators as part of the setup process.

Sophus3 Live Chat is offered both as a passive (static) as well as an active (targeted) Live Chat application.

