

A close-up photograph of a person's hands holding a smartphone. The person is wearing a light-colored shirt with a small floral pattern. The background is blurred, showing what appears to be the interior of a car with a window. The lighting is soft and natural, coming from the side.

Boost Leasing Renewals

How to proactively reduce churn and increase customer lifetime value?

The challenge

Automotive companies are faced with a number of key issues as customers come to the end of the lifecycle;

- > The majority of drivers don't take action and are lost as customers
- > It's expensive to personally contact customers about renewals
- > Traditional postal and email communication fails to engage
- > Brands lack accurate contact details for customers

Typically 25% convert in a traditional renewal campaign, meaning...

75%

fail to take action and are lost as customers.

\$5.3m

lost revenue on average for manufactureres from failure to renew contracts.

The real problem behind the problem...

The automotive sector fails to gain their customers attention and inspire action.

When customers are proactively contacted, the chance of churn is reduced, yet due to the complex ecosystem in the automotive industry, its challenging to deliver relevant and timely communication to drivers.

The real issue lies in the inability of the manufactures to inspire action from customers who can be reached. It's simply not enough to reach out in the conventional channels. Traditional methods simply arent equipped to cut through the noise to engage customers.

But what if you could use a personal approach to proactively inform the customer about renewal options and inspire them to stay?



The solution: Wiraya Leasing Renewal



1
You send Wiraya a list of your existing customers who are at the end of their lease

2
Our team uses algorithms, data, and expertise to optimise each communication

3
We trigger personalised communication flows, using interactive voice calls, SMS and landing pages

4
Your drivers take action, using a follow-up text and personalised landing page to book a test drive

5
Sit back and relax as you watch new leads coming in and see the value we generate for your business

What value do we generate?

- > Increases brands lifetime value by inceasing renewals
- > Engages the driver through a seamless digital renewal process
- > Reduced costs to reach and inspire actions from customers
- > Enables brands to take back control of your customer data

5000 drivers at the end of their leases per month

20% convert to move to a new car

€200 average montly revenue

x 12 months

€180 000
extra yearly revenue

How can you increase the value of your drivers?

Wiraya combines interactive voice calls, personalised text messages, and landing pages into one powerful data-driven communication flow; all focused on engaging and inspiring your customers to renew their leasing contract. The smart technology, together with our market-leading expertise helps the automotive industry deliver the best value for their drivers.

GET A DEMO >

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WIRAYA

