

BLACCSPOTMEDIA 

Pylon Manufacturing

A New Approach for Providing Exceptional Customer Experiences

Learn how we helped Pylon deploy an intelligent SMS Chatbot to enhance their customer experience (CX).

CUSTOMER STORY



Industry
Automotive

Communication Channels
SMS/MMS

Integrations
Microsoft Azure

CHALLENGE

Pylon needed to enhance the customer service experience for customers requiring wiper blade replacements for their automobiles. Because the existing experience was outdated, customers had difficulty in identifying the correct blades to purchase, leading to frustration and poor user experience.

SOLUTION

Blacc Spot Media built an intelligent SMS Bot that allowed customers to use a Short-Code allowing them to text in their vehicle's year, make and model in order to receive detailed information on the right wiper blades for their vehicle. Additionally, customers have the ability to receive reminders and promotions.

RESULTS

The intelligent SMS Bot solution facilitated a 95% decrease in the time it took customers to identify the appropriate wiper blades for their vehicles. Additionally, the marketing team could use the information collected to send promotions and reminder messages to facilitate enhanced customer engagement.

A New Approach for Providing Exceptional Customer Experiences

For the past 50 years, Pylon has grown to be an entity providing innovation in the automotive industry. With its sights set on continued innovation and disruption within the industry, Pylon knew it had to look beyond traditional ways to provide exceptional customer experiences (CX) and engagement with its customer base.

Blacc Spot Media worked with the Pylon marketing and IT teams to design, build and deploy an intelligent SMS Bot that provided customers with a seamless experience for identifying and purchasing the exact wiper blade fitment for their vehicle.

Customers were able to decrease the average time to find the right vehicle wiper blade from 10 mins to 30 seconds. Additionally, customers can now opt-in for promotions and blade replacement reminder message correspondence. Data retrieved from the process provided Pylon with a new perspective on customer purchase patterns and enabled the Pylon marketing team to build customer profiles gaining greater insight into real-time data.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

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