

## Outsell LLC Experiences Growth of Live Chat Business in 2009

### Outsell Announces Dramatic Increase in Live Chat Volumes in February 2009

*Automotive Digital Marketing firm Outsell, announces 53% increase in dealer Live Chat volume and growth in client base in the first 2 months of 2009.*

**Minneapolis, MN, March 4, 2009** - [www.outsell.com](http://www.outsell.com) - Outsell, one of the fastest-growing automotive digital marketing firms in America, announced a dramatic increase in the number of Live Chats being initiated in the first 2 months of 2009.

In February 2009, initiated Live Chats rose 53% on average over the daily chat volumes in December 2008. This rapid increase in chat volumes was partly due to a 32% net increase in Live Chat clients over the first 2 months of 2009. The increased volume led Outsell's Customer Interaction Center to break the company record for chats initiated in one day for the first time last month. The contact center then broke that record 4 more times, with an all time high on February 19th. Coincidentally, on the same day Outsell's Interactive Marketing team also completed the largest send of emails in the history of Outsell, sending out 1.5 million eNewsletters in 24 hours on behalf of dealers clients nationwide.

Despite these record volumes, Outsell's CIC associates continued to deliver a consistent level of service with an average answer speed of 4.52 Seconds, answering 99.1% of all chats in under 7 seconds. Outsell Chat agents were also able to capture 33.3% of all initiated purchase chats.

"The fact that Outsell is experiencing more than double the volume of initiated chat activity despite the most difficult economy since the Great Depression indicates that this communication channel is no longer a luxury-it's going to be the norm." said Mike Wethington, CEO of Outsell. "Organizations will have to either keep up the technological demands of their customer base, or they are going to lose business to the organizations that do so."

Outsell's Live Chat service captures browsers on automotive dealership's websites and turns them into buyers. Outsell's Live Chat agents engage dealers' website visitors immediately, engaging them in a dialog and turning them into "ups" and service appointments within minutes. Once the dialogue is complete, a lead and chat transcript is sent to the dealership CRM system to give the sales and service staff immediate visibility and context to the lead.

Outsell Live Chat leads typically close at a higher rate than the national average for Internet leads, with users typically buying in 48 hours or less at higher gross profit; in fact 88% of Live Chat users who buy, do so within 1 month.

### About Outsell LLC

Outsell ([www.outsell.com](http://www.outsell.com)) is a digital marketing services company that helps automotive leaders beat their competition. We develop and execute intelligent, data-driven, cross-channel campaigns that deliver the outcome you are seeking – more showroom visits, more service bay visits and more revenue per ad dollar spent. Outsell delivers a sophisticated suite of services including:

- A Fully Staffed Live Chat Service



## PRESS RELEASE

- Interactive Dealer eNewsletters
- ePromotion Campaigns
- Intelligent Marketing @ Retail

**Outsell** *The Intelligent Marketing Company*™

### **Media Contact**

Sahil Merchant  
One Main Street  
Suite 300  
Minneapolis, MN 55401  
[sahil.merchant@outsell.com](mailto:sahil.merchant@outsell.com)  
612.236.1517