

Onlive.site

# HOW SEAT CUPRA POLAND REDUCED COST PER LEAD BY 90% WITH ONLIVE.SITE

Seat Cupra Poland  
Case study  
September 2024

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# OVERVIEW



SEAT CUPRA is an automotive brand known for its high-performance vehicles that blend sporty elegance with advanced technology.

As a pioneer in the industry, SEAT CUPRA is dedicated to enhancing the driving experience through innovation, quality, and customer-centric design.

The brand continually seeks to push boundaries, offering cars that deliver exceptional performance, safety, and style to a discerning global audience.



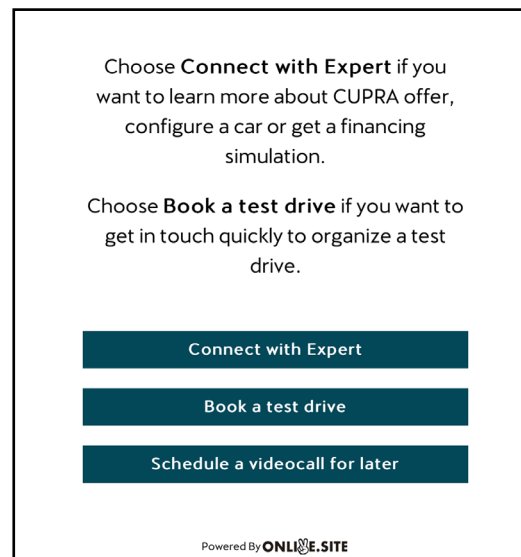
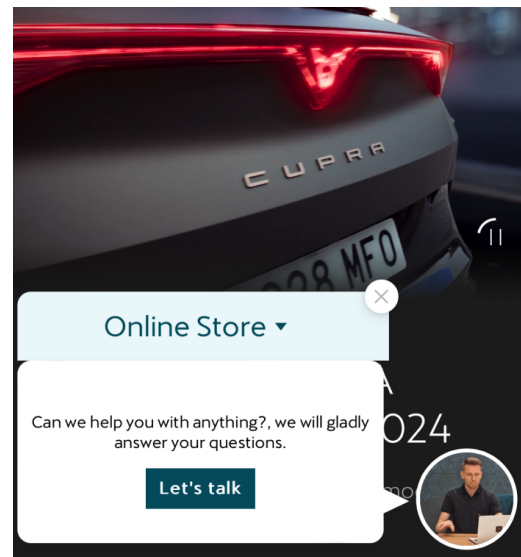
# MAIN KPIs

SEAT CUPRA Poland has seen significant changes in key metrics and KPIs since implementing Onlive. site's video tools.

**90%**  
Reduction in CPL thanks to widget.

**11%**  
Lead conversion rate with widget alone.

**5.5x**  
Increase in leads since implementation.



**363%**  
Increase in widget impressions.

**50%**  
Increase in Onlive.site widget CTR.

**8x**  
More iCall requests since implementation.

**265**  
Monthly average leads from widget.

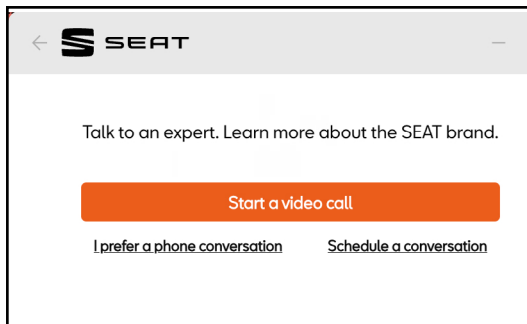


SEAT CUPRA Poland recognized the need to further adapt their brand to the digital age, where customer expectations are higher than ever.

Their objectives for partnering with Onlive.site were comprehensive, targeting multiple facets of their business to ensure a holistic improvement in customer interaction, sales efficiency, and strategic insight.

SEAT CUPRA Poland established four primary objectives:

- 1.** Increase conversion rates.
- 2.** Improve the customer experience.
- 3.** Enhance reporting & analytics and customer insights.
- 4.** Amplify technological excellence.



# OBJECTIVES

# ANALYSIS

SEAT CUPRA Poland conducted a thorough analysis of their existing tools and identified significant gaps in functionality and quality. They sought a solution that would not only bridge these gaps but also elevate their customer interaction to a new level.

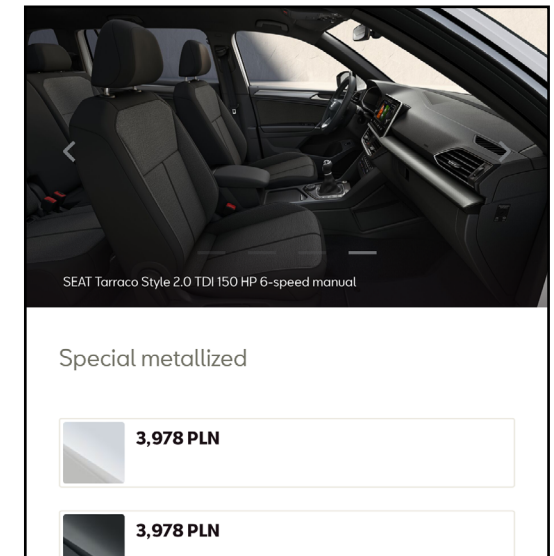
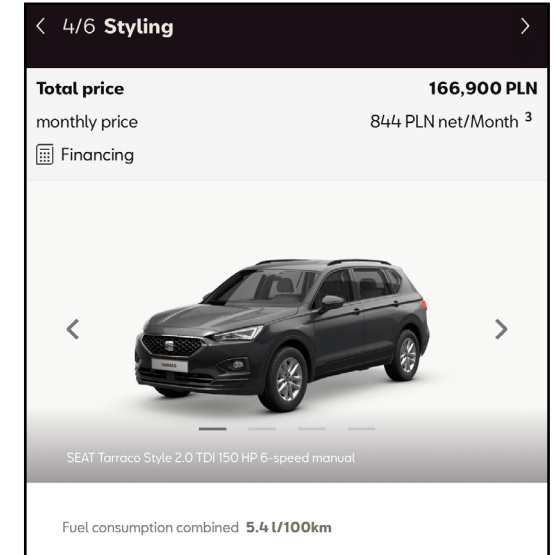
# PROPOSAL

After conducting research, SEAT CUPRA Poland discovered Onlive.site as a top emerging solution that bridged the gaps they were experiencing. Onlive.site proposed a multi-faceted approach to meet their objectives.

# PLAN

The determined approach included the implementation of Onlive.site's 1-1 widget for instant expert consultation, along with functionalities for bookings, call-back requests, and test drive requests.

# PLANNING

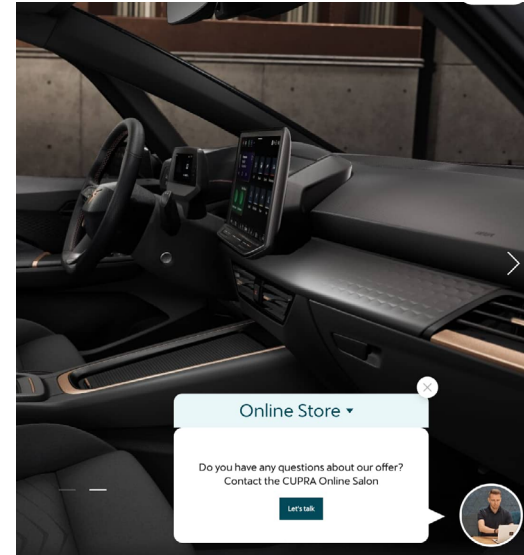


The implementation process began in April 2023, involving a one-month period for setup, training, and testing. The SEAT CUPRA Poland team, already trained in customer engagement, quickly adapted to the new functionalities provided by Onlive.site.

The 1-1 widget was the first solution to be implemented, providing immediate benefits in terms of customer interaction and sales conversion.

Taking it one step further, additional features like iChat and AI summaries are planned for upcoming roll-out.

Onlive.site committed to proactive support and rapid implementation of updates based on SEAT CUPRA Poland's feedback. This ensured that the tool remained aligned with evolving customer needs and market trends.



# IMPLEMENTATION

# RESULTS

Partnering with Onlive.site has yielded remarkable results and has transformed SEAT CUPRA Poland's customer engagement and sales processes.

## ENHANCED INTERACTIONS

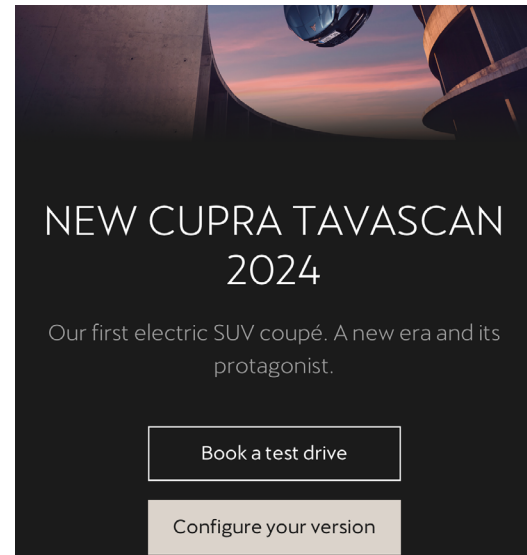
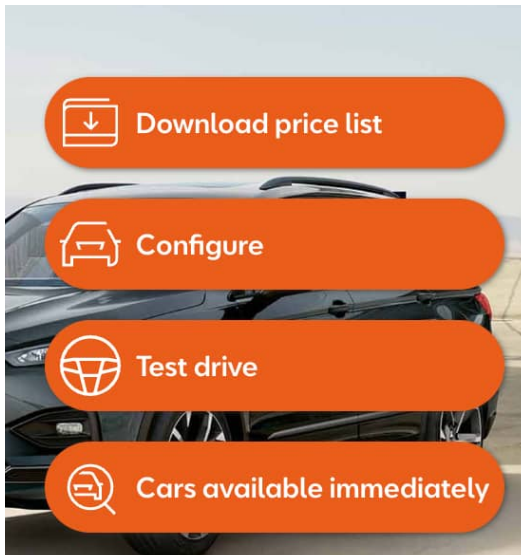
The ability to provide instant expert consultations through the 1:1 widget has led to richer, more meaningful customer engagements.

## ACTIONABLE INSIGHTS

By understanding what drives customer decisions, SEAT CUPRA Poland can tailor their offerings to better meet customer needs and

## SEAMLESS INTEGRATION

The stability and reliability of the platform have ensured uninterrupted service, fostering trust and confidence among both customers and the SEAT CUPRA Poland team.



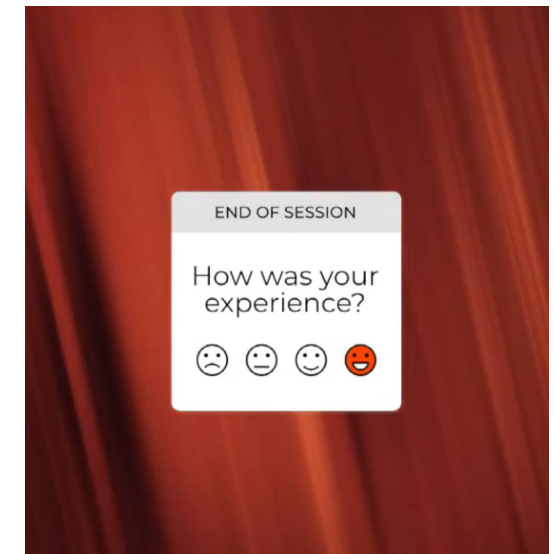
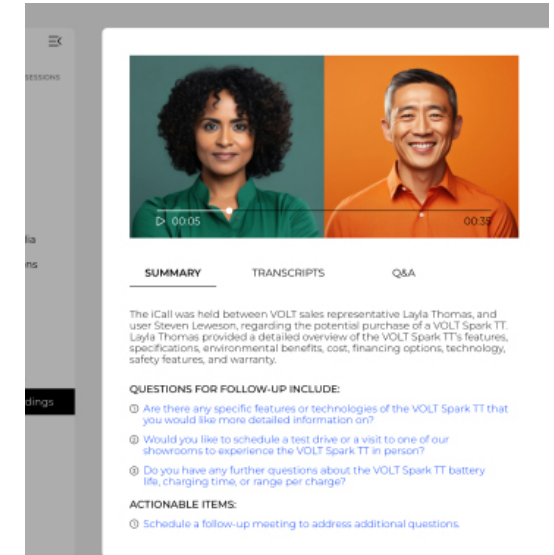


SEAT CUPRA Poland identified the need for change. Recognizing the need for a robust, innovative solution, they sought a partner that could offer advanced video commerce capabilities that exceeded their expectations.

Together with Onlive.site, SEAT CUPRA Poland developed a strategic plan to implement the video commerce solutions. The plan was designed to ensure a phased roll-out that would deliver immediate benefits while allowing for continuous improvement and expansion.

SEAT CUPRA Poland has utilized Onlive.site's robust analytics to gain deep insights into customer behavior and preferences, enabling them to refine marketing strategies and enhance customer journeys.

# HOW THEY ACHIEVED IT



## **JUMP IN CONVERSION**

SEAT CUPRA Poland has achieved an impressive increase in conversion rates from 4% to 11%, demonstrating the effectiveness of Onlive.site's interactive tools in driving sales compared to more traditional conversion methods.

## **ENHANCED ENGAGEMENT**

The implementation of the 1-1 widget allows customers to engage with SEAT CUPRA Poland experts in real-time, discussing car configurations and booking test drives seamlessly. This provides a smooth and intuitive user experience, reducing friction points and enhancing overall customer satisfaction.

## **HIGHLIGHTS**

## **IMPROVED EFFICIENCY**

Besides SEAT CUPRA Poland's impressive 90% reduction in CPL, the team of agents reported that the tool was easy to use, reliable, and worked seamlessly with customers, improving their day-to-day operations. The team noted a significant uplift in functionalities compared to previous tools, allowing them to deliver unmatched service.



# TESTIMONIAL



"We've never been able to offer the same sales experience online as we could in our showroom. Now, we can combine the convenience of the digital world with the immersive interaction of the physical world.



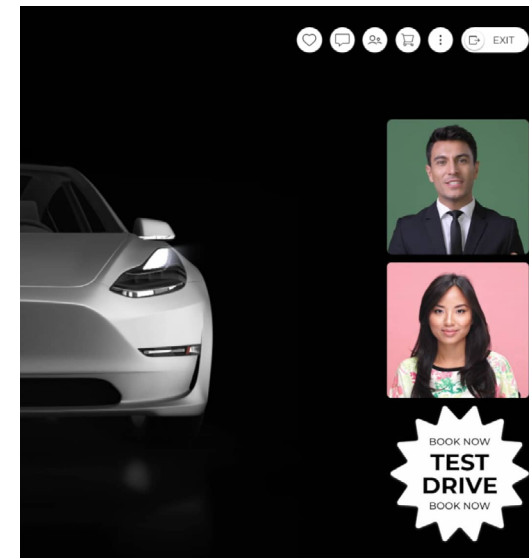
Customers can see the nuances of our complex products and ask questions. Also, Onlive's customer analytics allow us to gather data at scale in a way that a physical showroom can't."

Anna Maria Chodor  
CX & CRM Manager  
Seat & Cupra

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and one of our experts  
will show you the full  
potential of Video  
Commerce for your  
business!

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A close-up photograph of a car's red taillight. The taillight is rectangular with a textured lens and a chrome trim. The text 'ONLINE.SITE' is overlaid in white, with a peace sign icon replacing the letter 'I'. The background shows the car's body panels and a dark surface.

**ONLINE.SITE**