

CASE STUDY

Kia's CarLabs.ai-Powered Digital Assistant Increases Leads & improves the Customer Experience

To meet shifting consumer demands, Kia leveraged communications platforms that meet customers where and how they like to communicate, like live chat and social media. However, employing people to manage 1-to-1 conversations on new channels isn't scalable or cost-effective. As those platforms grew more popular, Kia started searching for a new solution.

Kia Motors America & CarLabs.ai: A Perfect Match

Kia's U.S. division, Kia Motors America, set out to find a partner that could improve online engagement, help users navigate the Kia.com website, automate social channel response, reduce the need for human customer service support, and deliver higher-quality leads to dealers. They found that partner in CarLabs.ai, a platform developed specifically for the automotive industry.

When it launched in the marketplace in November 2017, CarLabs.ai became the first conversational AI platform that could answer questions about an auto brand's entire vehicle lineup. The CarLabs.ai team was able to engineer a solution that achieved each of Kia's goals, as well as provide unprecedented consumer insights.

That solution is named Kian.

About Kia

Kia is one of the world's largest auto brands, and they didn't earn that distinction by clinging to the past. Kia is a leader in innovation — not just when it comes to cars, but in their marketing, sales, and customer service too.



"Kian launched as a chat widget on Kia.com and a Messenger bot on Kia's Facebook page. From the beginning, Kian proved its value."

Customers Love Kian

To date, Kian has exchanged more than four million messages with new car shoppers and owners. Because Kian uses the latest artificial intelligence and machine learning capabilities, each of those messages makes the system a little bit smarter and a little bit better at delivering on Kia's goals.

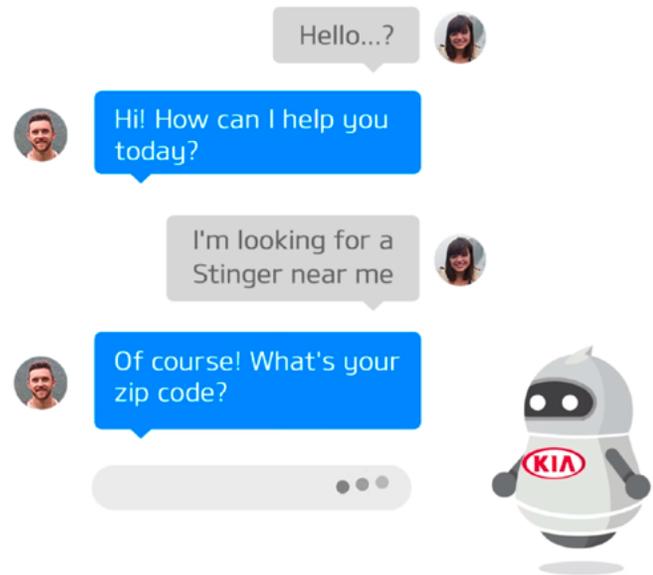
Since launching Kian, Kia has experienced a 50% reduction in costs related to live managed chat. Even more impressive is the massive difference between Kian's results and the results of the Kia website on its own.

Compared to Kia.com visitors who don't engage with Kian, Kian users are:

- ▶ 11 times more likely to become a sales lead
- ▶ 12 times more likely to start a finance application
- ▶ 30 times more likely to schedule a test drive
- ▶ 33% less likely to bounce after one page visit
- ▶ 3 times more likely to stay engaged for five minutes or more
- ▶ 1.5 times more likely to use the website's shopping tools

Kian has even demonstrated that it can win back leads who may have otherwise been lost. 24% of users choose to re-engage when Kian sends follow-up messages on Facebook Messenger.

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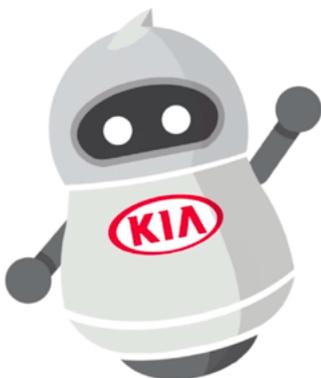
Analytics Reveal a Hidden Opportunity

CarLabs.ai provides analytics on Kian's conversations to Kia so that they can make adjustments and optimize performance. With these analytics, the Kia team realized that some of Kian users' most frequently asked questions were not addressed properly anywhere on Kia.com. In response, Kia created new website content to close the gap.

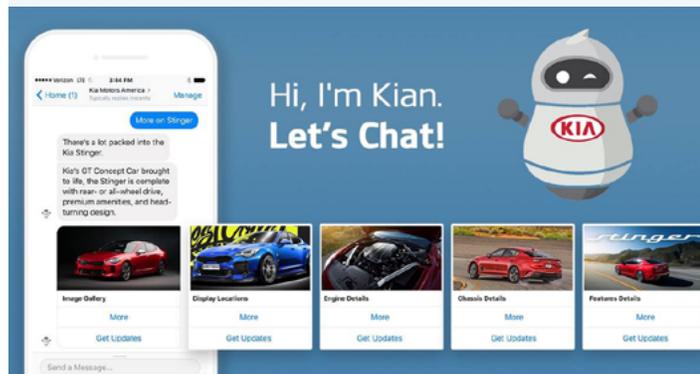
Through this analysis, CarLabs.ai and Kia also discovered something unexpected. Nearly half of total users were not shoppers, but owners.

This insight was crucial. It revealed that Kia customers wanted a single point of contact for the brand. They didn't distinguish between being an owner or a shopper, even though Kia Motors America's treats these audiences as separate. Most Kia customers, present and future, just wanted to ask their questions in the simplest way possible.

Based on these findings, CarLabs.ai expanded Kian's knowledge base to include ownership features (like being able to make a payment, get a replacement key, or call roadside assistance) in addition to existing shopping and finance features.



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Pushing the Envelope

Kia has never been a company that gets complacent when it sees success. They wanted to find out what else conversational marketing was capable of, so once again they turned to CarLabs.ai for innovative ideas.

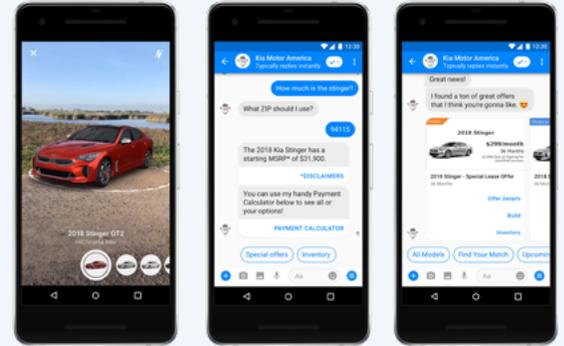
The result of this collaboration was one of Facebook Messenger's first augmented reality experiences. Now, a user can quite literally visualize what it's like to own a Kia — through Kian, they can "Summon the Stinger," bringing up an interactive 3D image of Kia's sports sedan in the Messenger camera app, overlaid on their driveway or garage.

In Summary...

Kian, the CarLabs.ai-powered digital assistant that lives on Kia.com and Kia Motors America's Facebook page, has been a huge win for the automaker. Thanks to Kian, Kia is seeing massive improvement in some of their most important KPIs, like leads generated, finance applications started, and test drives scheduled.

This success has been accompanied by cost savings, too — Kia spends 50% less on chat than they did when they relied exclusively on human operators.

Only time will tell what the future holds for Kia Motors America's conversational marketing efforts, but if the past is any indicator, even greater success lies ahead.



The Stinger AR experience was supported by a campaign that resulted in a **46%** increase in dealer inventory searches and a **20%** increase in calls to dealerships.

Contact CarLabs.ai
to learn more.

Contact Us