

**“On average we sell 12 more cars weekly using Bitesize SMS technology...”**

**Rachel Collier**

Internet Sales Manager at Parkway Chrysler

### COMPANY BACKGROUND

As North America’s #1 Chrysler dealership, Parkway is always looking for new technologies to engage customers and drive qualified buyers to their dealership. In their pilot program, they used the Bitesize AI SMS platform to send 550 texts to potential customers offering rebates and financing incentives.

***“It was easy to have a 1-on-1 conversation with hundreds of my customers in minutes...I can’t believe how many people it drove to our dealership in just two days!”***

### WHY PARKWAY USES BITESIZE

In today’s competitive market where customers have hundreds of buying options, Parkway was looking for a solution that was more personal and didn’t feel spammy or invasive. Bitesize gave their sales department a way to send personal text messages to thousands of potential buyers from a local number and start real-time 1-on-1 conversations with responders.

***“Our customers don’t mind receiving a friendly, personalized message from us. We send messages that start a conversation and are not spam or ad driven. People like this because they feel like it’s not an invasion of privacy and we’re seeing a high rate of positive responses!”***

**We drive SALES to your dealership.**



**PARKWAY**  
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SALES: (888) 436-2317

### KEY STATS

**12**

Avg. # of **ADDITIONAL** cars sold in a week

**93%**

of responses showed buying signal

**550**

# of potential customers reached in 2 days

Parkway Chrysler sent 550 text messages to customers whose leases were ending, offering them rebates and low financing options. It took their internet sales manager Rachel only minutes to contact all 550 customers on their cell phones with a personal text designed to start a two-way real time conversation. Nearly 97% of customers who received a message from Rachel replied positively and Rachel sold additional 12 cars in just 1 week.



## ABOUT BITESIZE

Bitesize is the first platform to help one dealership salesperson talk to thousands of customers. We understand that consumers today feel numb and overwhelmed by emails, notifications, and phone calls. Keeping in mind that automotive sales is all about the personal relationship and momentum, we use artificial intelligence to help make the salesperson more efficient at communicating, instead of forcing consumers to talk to robots. With Bitesize, dealerships are able to sell more, faster; while keeping the relationship authentic and personal. Bitesize is a venture-backed company based in San Francisco and was founded by Jessica Lee.

[www.bitesize.co](http://www.bitesize.co)