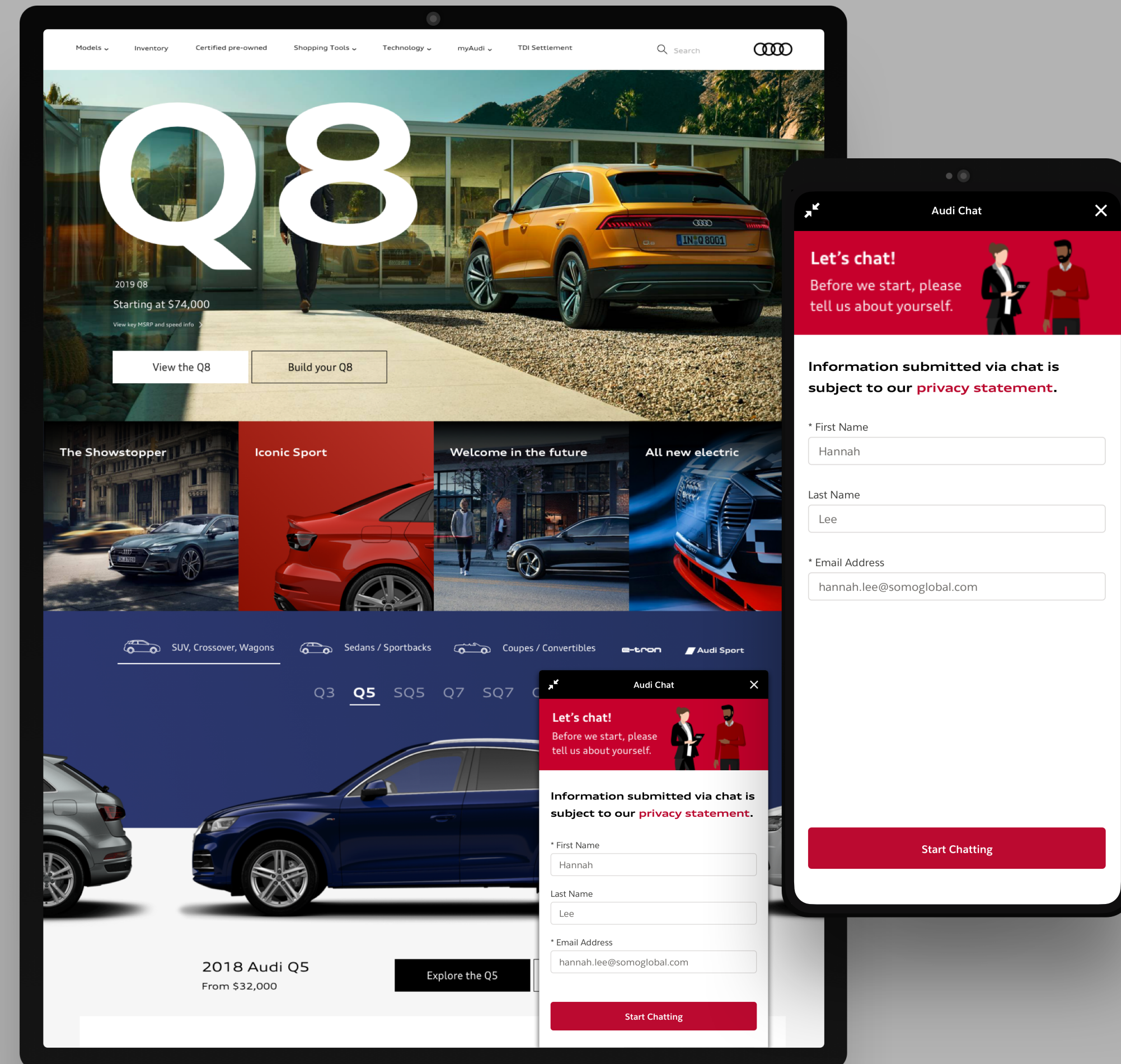


Empowering the customer.

Using a truly collaborative and agile cross functional team we have worked alongside Audi of America to to integrate Salesforce tools into their digital presence allowing customers to connect with the brand at the push of a button.



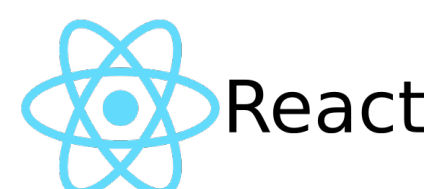
The Challenge

Audi of America (AoA) tasked us, as their digital agency of record, to implement a seamless integration on their primary digital experience that allows users to interact with customer service agents in real time while aesthetically remaining consistent with their brand.

Our Solution

Using a cross functional strategy, design and development teams we adapted the Salesforce Chat popup colors and fonts to match AoA's Design playbook. The snippet code that Salesforce provides to its partners are out of the box implementation, and the Somo team had to modify solution to adhere to AoA's requirements. We then implemented the chat functionality in targeted locations on AoA's customer facing website.

Tools & Technology Used



“Somo bring a unique blend of design expertise alongside expert technical knowledge. They understand design in a way that means it benefits business goals, customers’ goals and the goals of the engineering teams alike.”

- Tyler Stafford, Manager - Brand Digital Operations and Innovation, Audi of America

Results

6 mos

from conception to launch

Provide customer service agents with the 360 customer view during chat interactions

Custom UI that adheres to the Audi brand standards and creates a seamless user experience