



Overview

About the Client: Swickard Automotive Group

Swickard Automotive Group, a leading automotive dealership group with over 50 locations across the United States, is renowned for its commitment to unmatched customer service, innovation, and community involvement. Specializing in new and pre-owned vehicles from top brands, Swickard sought to enhance post-purchase engagement and drive repeat business. Partnering with FuguTech, Swickard leveraged AI-generated, personalized avatar messaging delivered via SMS to transform its customer outreach strategy. This case study explores how FuguTech's platform elevated Swickard's customer engagement, delivering measurable results in loyalty and business growth. <https://www.swickard.com>

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Challenge

Swickard Automotive Group faced challenges in maintaining consistent customer engagement in a highly competitive automotive market. With a diverse clientele across multiple locations, the group struggled to foster repeat visits, encourage additional sales, and build lasting loyalty. Traditional follow-up methods, such as emails or generic calls, yielded low engagement rates, and the group needed a more effective way to connect with customers personally while promoting their brand and special offers.

Solution:

FuguTech implemented its AI-driven platform to create personalized avatar messages for Swickard's customers, delivered via SMS. These messages, featuring a hyper-realistic AI avatar of Owner & CEO Jeff Swickard, included tailored thank-yous and promotional offers customized to individual buyers. Integrated with Swickard's systems, the platform automated outreach while ensuring timely and relevant communication. The solution allowed Swickard to scale personalized engagement without increasing operational costs, delivering a seamless and professional customer experience.

Results:

FuguTech's personalized avatar messaging delivered significant improvements across key performance indicators:

- **Open Rate:** Achieved a 96%+ open rate, far surpassing the 20–30% industry average for SMS campaigns, driving immediate customer attention and actions.
- **Customer Engagement Increase:** Recorded thousands of meaningful replies from customers, boosting interaction rates and fostering emotional connections that enhanced brand affinity.
- **Sales Growth:** Promotional SMS campaigns contributed to a significant increase in showroom traffic, with higher conversion rates for financing options and repeat sales, translating to measurable revenue uplift.
- **Customer Loyalty:** Post-campaign feedback reported deepened loyalty and satisfaction, attributed to the authentic, personal outreach from the owner himself.

These results led to:

- **Improved Brand Reputation:** A stronger emotional bond with customers made Swickard more memorable and preferred in a competitive market.
- **Higher Conversion Rates:** Increased trust from personalized interactions drove more repeat visits and sales opportunities.
- **Greater Customer Retention:** The scalable approach favored Swickard's ongoing engagement, boosting long-term loyalty and referrals.

Key Takeaways

This case study demonstrates how Swickard Automotive Group enhanced its customer loyalty and sales through FuguTech's proactive engagement strategy. By leveraging AI-driven, personalized avatar messaging via SMS, Swickard achieved significant improvements in customer interaction, brand affinity, and revenue. The automation and scalability of FuguTech's platform allowed Swickard to connect with customers effectively, fostering trust and driving sustained business growth in a competitive market.

320% Increase in Customer Engagement

96% SMS Open Rate

15-20% Increase in Repeat Sales



320%

Increase in reviews on



400%

Increase in calls from



8 to 10%

Increase in revenue



**average results across all of Fugutech*

Conclusion

This case study demonstrates how a business can quickly improve its customer relationships with a proactive engagement strategy. By leveraging automation, personalization, and strategic timing, businesses can significantly enhance their outreach effectiveness and increase customer loyalty—ultimately leading to higher sales and sustained growth.

Contact Information

For any questions or clarifications, please reach out to the project lead:

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