

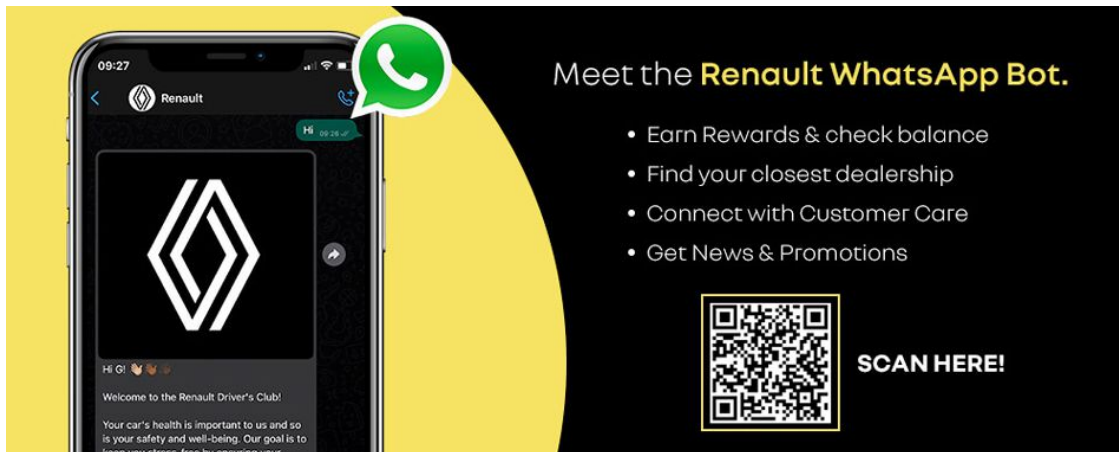
# Renault drives innovation with all-new Whatsapp bot

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Techsys Digital have partnered with Renault to launch a powerful mobile vouchersing solution for the South African market. The Whatsapp solution is putting vouchers in the pocket of hundreds of thousands of Renault drivers, and helping loyal customers get the most from their ride.

Using the Renault Drivers Club bot, owners can locate their closest dealership by dropping a pin, check their Rewards wallet easily and book their car in to make use of any special offers they have earned. They can also connect with Customer Care to get any support they may need.



## On mobile?

Launch the bot by [clicking here](#).

Albrecht Grundel Of Renault emphasises the importance of customer satisfaction to his team. “When it comes to increasing customer loyalty – rewarding the customer with real value is key.

“At Renault we believe in a joint accountability that allows owners to feel like they are part of the family and that maintaining their Renault will be a positive experience to ensure many safe and happy trips.

“The bot facilitates this in a user-friendly way, through a familiar platform – making it easy for customers to redeem rewards, stay in contact and creating an enjoyable brand experience.”

Says Andrew Walmsley, Head of Innovation at Techsys Digital: “Fostering loyalty is key to almost every business, and being able to facilitate meaningful, one-on-one conversations with customers was especially important to Renault. As an official Whatsapp Independent Software Vendor (ISV), our team was excited to deliver this through our Whatsapp bot solution, [buildabot](#). Using our product, Renault is able to surprise and delight their customers at scale and in doing so, create even stronger bonds with their customer base.”

As much of the engagements are customer-driven, this powerful pull marketing nurtures relationships with engaged customers who want to get the most from their brand interactions. The best part is that they are steering it themselves and are therefore more invested in the outcomes and associated rewards.

## Want in?

If you drive a Renault and would like to benefit from this exciting new bot, simply sign up to stand a chance to *win* an electrical air purifier worth R2,500, designed especially for use in the car. Simply scan the QR code above to shift into sixth gear with your Renault!

### **About Buildabot**

[Buildabot](#)'s proprietary drag-and-drop interface means that creating Whatsapp flows is intuitive and easy to set up. Instead of waiting weeks or months for direct Whatsapp API access, the product allows brands to quickly and easily bring to life the ideal customer journeys. This maximises positive sentiment, encourages word of mouth and supports customers in a meaningful way.

### **Award-winning**

Buildabot in partnership with Digify Africa was recently awarded not one but two Assegai Awards (Leader of New Technologies and Most Innovative Solution accolades). The awards are testimony to the immersive nature of bots which can facilitate everything from education to loyalty in the automotive space.

Contact the Buildabot team for more information on how you can set up exciting, mobile-first customer experiences.

### **Want to build your own Whatsapp campaign?**

Simply head to [our website](#) or email us on [hello@boomerang.co.za](mailto:hello@boomerang.co.za) and we'll get back to you.

Contact us today:

Cape Town office: 021 788 6896

Email: [hello@boomerang.co.za](mailto:hello@boomerang.co.za)

Or visit our [website](#) or [Facebook page](#)!

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