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# AI Insights: Trade Inquiry

# Background

Calldrip seamlessly connects consultant's with shoppers at the peak moment of interest.

Our all-in-one conversational solution:

- Creates a personal connection with the prospect
- Delivers a premium customer experience
- Stops shoppers from moving to a competitors website
- Takes the prospect out of the competitive market
- Enables actionable insights into every conversation



# Conversational Intelligence

AI Monitoring provides valuable insights to make the most of every conversation.

Easy-to-use AI-powered monitoring tools enable:

- Call recordings and transcriptions
- Detailed call summaries to view conversation at a glance
- Sentiment Analysis
- Customizable KPI's to measure strengths and weaknesses
- Pinpoint training opportunities
- Real-time alerts to identify at-risk opportunities



**9:46 am** - Mary booked an appointment at 2pm this afternoon.

Tags:

Appt. Set

Good Sentiment



# The Importance of Trade Inquiry

The simple step of inquiring about an appraisal of a shoppers current vehicle can **increase appointment sets by over 70%**

# Vehicle trade inquiry discussed in **under 14%** of the conversations

Dealer	Scored Opportunities	Total Appointments	Appt Set %	Trade Discussed	Trade Inquiry %
Dealer 1	10	3	30.0%	2	20.0%
Dealer 2	53	8	15.1%	1	1.9%
Dealer 3	11	3	27.3%	2	18.2%
Dealer 4	102	21	20.6%	11	10.8%
Dealer 5	173	41	23.7%	27	15.6%
Dealer 6	61	20	32.8%	7	11.5%
Dealer 7	420	126	30.0%	60	14.3%
Dealer 8	104	34	32.7%	21	20.2%
Dealer 9	37	8	21.6%	9	24.3%
Dealer 10	20	3	15.0%	3	15.0%
Dealer 11	26	7	26.9%	3	11.5%
Dealer 12	111	13	11.7%	13	11.7%
Dealer 13	25	7	28.0%	1	4.0%
Dealer 14	34	2	5.9%	1	2.9%
Dealer 15	28	1	3.6%	3	10.7%
<b>Total</b>	<b>1215</b>	<b>297</b>	<b>24.4%</b>	<b>164</b>	<b>13.5%</b>

# Simple change of asking about Trade-in increases appointment sets by **72%**!

Dealer	Scored Opportunities	Total Appointments	Appt Set %
Dealer 1	10	3	30.0%
Dealer 2	53	8	15.1%
Dealer 3	11	3	27.3%
Dealer 4	102	21	20.6%
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Trade Discussed	Appointments w/Trade	App Set % Trade	Increase %
2	2	100.0%	233.3%
1	1	100.0%	562.5%
2	1	50.0%	83.3%
11	5	45.5%	120.8%
27	12	44.4%	87.5%
7	3	42.9%	30.7%
60	29	48.3%	61.1%
21	8	38.1%	16.5%
9	3	33.3%	54.2%
3	1	33.3%	122.2%
3	1	33.3%	23.8%
13	3	23.1%	97.0%
1	0	0.0%	0.0%
1	0	0.0%	0.0%
3	0	0.0%	0.0%
<b>164</b>	<b>69</b>	<b>42.1%</b>	<b>72.1%</b>

# Trade Inquiry Process Improvement

Express interest in their trade:

“Are you thinking about trading in your current vehicle?”

Sell the trade value:

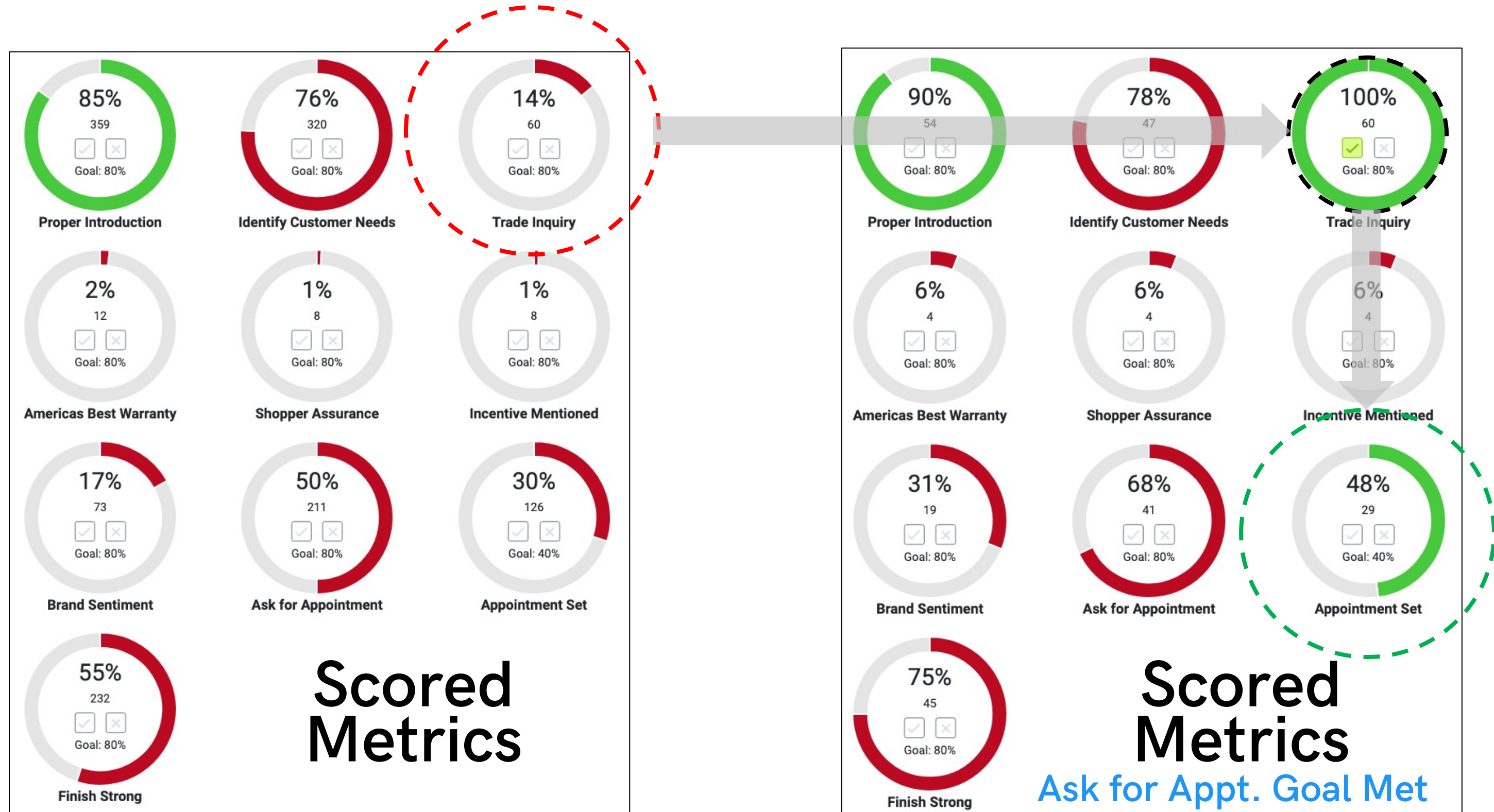
“Sounds like something my used car manager would love”

Inquiry about appraisal:

“When did you last have the vehicle professionally appraised?”



# AI-powered monitoring makes it easy to pinpoint consultant training opportunities





# Thank you!

For more information visit [www.calldrip.com](http://www.calldrip.com) or  
call 435-254-4881

