

How One Dealership Converted 33% of After-Hours Leads with AI Assistants

BACKGROUND

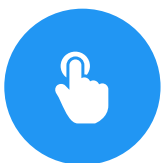
One leading dealership consistently struggled with responding to leads generated after-hours, on weekends, and on holidays. Despite a strong sales organization, these high-potential leads didn't receive a timely response or consistent lead nurturing, and went cold.

CHALLENGES

The dealership's holiday and after-hours lead process left potential customers waiting until the next business day for a sales representative's response. This delay allowed competitors to engage with interested shoppers before the dealership could initiate meaningful conversations.

SOLUTIONS

The dealership partnered with Calldrip to implement AI Sales Assistants. These advanced virtual assistants, powered by human-like conversational AI, enabled round-the-clock text responses to all leads, every day of the year.



**Tailored Lead
Response**



**Automated Lead
Nurturing**



**Performance
Analytics**

AT A GLANCE

Challenges

Shoppers engage after-hours and on weekends, leading to:

- Slow lead response time.
- Inconsistent lead nurturing, especially after-hours.
- Lost prospects to competitors.

Benefits

- Increased retail units sold.
- Faster lead response times.
- Improved resource allocation and efficiency.



"With our AI Sales Assistant, we were able to help this dealership respond to and convert leads even while they're asleep!"

In fact, more than 30% of those after-hours leads ultimately booked an appointment!"

Brock Jackson
COO, Calldrip

The Results

The AI-powered sales assistant became a virtual extension of the sales team, ensuring consistent and immediate follow-ups. As a result, 33% of after-hours leads booked an appointment.



100%

After-Hours Leads
Nurtured



33%

Booked an Appointment

BENEFITS



1

High-Quality Engagements

The AI-powered assistant engaged leads with personalized, timely, and relevant interactions, customized to their inquiry, day and night.

2

Fast Response Times & Competitive Advantage

This dealership sparked conversations with shoppers in seconds, before competitors could respond. This also minimized leads going cold.

3

Better Conversion Rates

By responding quickly, they were able to significantly boost lead-to-appointment conversion rates, even while the sales team was sleeping!

HOW ONE DEALER IMPROVED LEAD NURTURING



Identify Key Use Cases

First, Calldrip worked with the dealership to identify the challenge with after-hours lead response, and provided guidance about automated lead response.

01

Build Custom AI Sales Assistants

Next, Calldrip crafted a customized AI-powered sales assistant that focused on converting inquiries to new appointments.

02

Begin Communication

Next, the AI sales assistant began engaging leads through natural language interactions, delivering timely follow-ups, information, and answers to queries.

03

Learn and Improve

With machine learning capabilities, AI sales assistants learn from each interaction, adapting approaches to lead behavior and preferences.

04



FEATURED CUSTOMER CASE STUDY

Ready to get started?

See how CallDrip can transform sales at your company.

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