

How One Dealership Improved Customer Satisfaction by 10-15%

BACKGROUND

When two-thirds of your sales line calls aren't sales related, you have a problem. This was the reality for one leading automotive dealer, as the sales team was being overwhelmed by service requests, parts inquiries, and general customer questions. This misalignment not only disrupted sales metrics but also hampered overall operational efficiency.

CHALLENGES

The automotive dealer discovered that nearly 60% of the calls directed to their sales line were unrelated to sales. This led to unreliable metrics, where sales conversion rates appeared lower because many inquiries were irrelevant. It also created resource strain, and missed training and coaching opportunities.

SOLUTIONS

The dealer implemented Calldrip's Multi-Department Call Scorecards, an innovative tool designed to categorize and analyze calls across departments efficiently.

AT A GLANCE

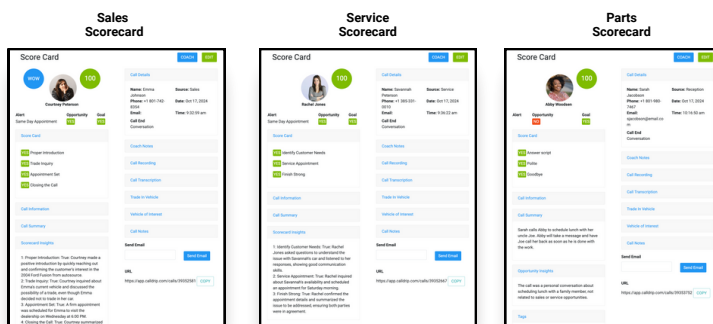
Challenges

Calls were misrouted and mid-handled, leading to:

- Distorted metrics.
- Strain on key personnel and resources.
- Missed opportunities.

Benefits

- Fewer misrouted calls.
- More consistent first-call resolution.
- Increased customer satisfaction.



"What really blows dealers away isn't just the AI technology - it's how quickly their teams start getting calls to the right department."

We had one dealer who was drowning in misrouted calls tell us 'I can't believe we used to work this way.'

That's what gets me excited - seeing how something seemingly simple completely transforms a dealership's efficiency"

Forest Ward
SVP, Calldrip

The Results

After deploying Calldrip's Multi-Department Scorecards, the dealer experienced impressive outcomes:



20-30%

Decrease in misrouted calls.



15-25%

Increase in first-call resolution.



10-15%

Improvement in customer satisfaction scores.

BENEFITS

1

Accurate, Automated Call Categorization

AI-powered call classification ensures that different types of inquiries are properly routed and tracked to key departments, like sales, service, and parts.

2

Clearer Performance Data & Operational Efficiency

AI coaching insights highlighted performance opportunities, while AI technology delivered a 5-10% reduction in operational costs.

3

Improved Customer Service

Current and future customers were better able to get answers to their inquiries, resulting in quicker call resolution and improved customer satisfaction.

HOW THEY IMPROVED CALL HANDLING

01

Identify Key Blockers

First, Calldrip worked with the company to define key challenges that were impacting the call handling and performance.

02

Quick Custom Setup & Implementation

Next, Calldrip helped customize and implement the call scorecards tailored to their unique goals and business structure.

03

Seamless Adoption

The AI technology is easy to use and adoption of the scorecards is almost instant! You'll be supported by our Customer Success team.

04

Integrated Call Coaching

With the AI scorecards, the team was able to leverage real-time call monitoring and sales coaching to boost performance.

The screenshot displays the Calldrip Score Card interface for a call with Kevin Andersen. The interface is divided into several sections:

- Score Card:** Shows a score of 83 and a green status indicator. Below this, there are three categories: Alert (YES), Opportunity (YES), and Goal (YES).
- Call Details:** Includes fields for Name (Nick Z), Source (Calldrip Demo Page), Phone, Date (Jul 25, 2024), Email, and Time (12:16:30 pm). It also indicates the Call End (Conversation).
- Coach Audio:** A section for audio coaching with a play button and a progress bar.
- Call Recording:** A section for call recording with a play button, a progress bar, and a speed control (x1).
- Call Transcription:** A section showing the transcript of the call. It includes a search bar and a list of messages from Kevin Andersen and Nick Z. The transcript shows a conversation about a Ford truck and a test drive.
- Scorecard Insights:** A section providing detailed insights into the call performance. It lists six items with their status (True/False) and a brief description of the insight.
- Teaching Moment:** A section at the bottom providing a teaching moment based on the call insights.



FEATURED CUSTOMER CASE STUDY

Ready to get started?

See how CallDrip can transform sales at your company.

CONTACT US TODAY