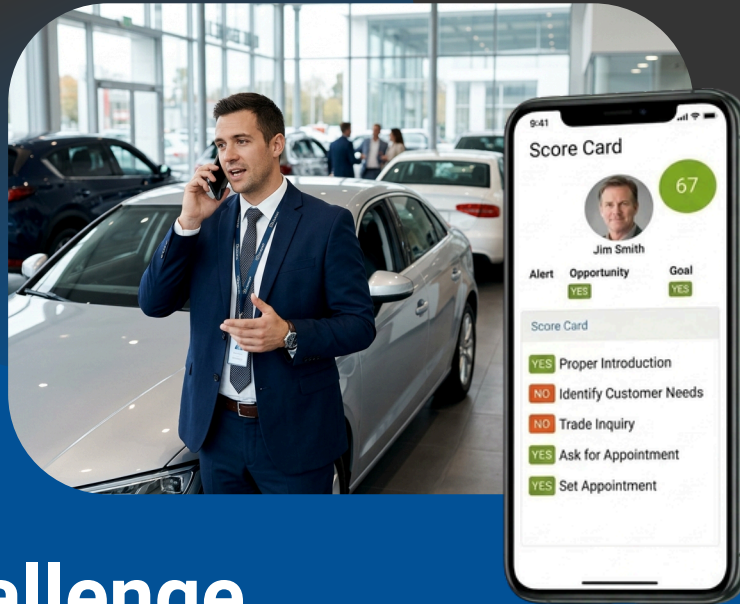


# Case Study

# Conversation KPIs That Actually Drive Appointments

What 965,000+ Scored Sales Calls Reveal About Dealership Phone Performance





# The Challenge

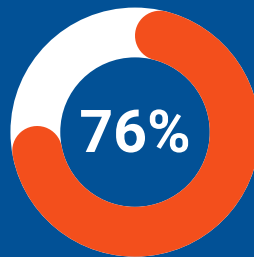
Most Dealerships Have No Idea If Their Sales Calls Are Any Good

Speed to lead matters. Responding to a new lead in seconds gives your team the best chance to connect while the shopper is still engaged. Rapid lead response calls already convert at a higher rate than any other call type – 27% appointment set rate versus 18% for inbound calls.

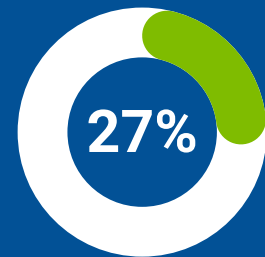
But that still means 73% of rapid response calls don't result in an appointment. Why? Because connecting fast doesn't guarantee a good conversation. Most dealerships track response time. Almost none track what happens on the call itself.



of lead response calls end without the rep asking for the appointment



of lead response calls never include a trade-in inquiry



appointment set rate - highest of any call type, and still leaving massive room to improve

Dealers spend tens of thousands per month generating leads. The leads are coming in. The calls are happening. But without measuring what's said on those calls, there's no way to know what's working – and no way to fix what isn't.

# The Study



**965,351**

**Sales Calls**



**53**

**Dealerships**



**148,699**

**Sales Opportunities**

Calldrip's AI Call Scoring engine evaluated every call across multiple OEM brands and regions. The study covered three distinct call types that represent the full scope of dealership phone activity:

- **Rapid Lead Response:** outbound calls to shoppers within seconds of a web lead submission (222,061 calls scored)
- **Inbound:** shoppers calling the dealership directly (164,696 calls scored)
- **Click-to-Call:** outbound outreach calls to prospects and customers (578,594 calls scored)

Every call was classified first. Voicemails, service calls, and wrong numbers were filtered out. The remaining 148,699 calls — actual sales conversations with shoppers — were scored against five conversation KPIs.

## KPI definitions:

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**Proper Introduction:** Rep introduces themselves and the dealership by name

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**Identify Customer Needs:** Rep asks what the shopper is looking for

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**Trade-In Inquiry:** Rep proactively asks about the shopper's current vehicle

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**Ask for Appointment:** Rep directly asks to schedule an in-store visit

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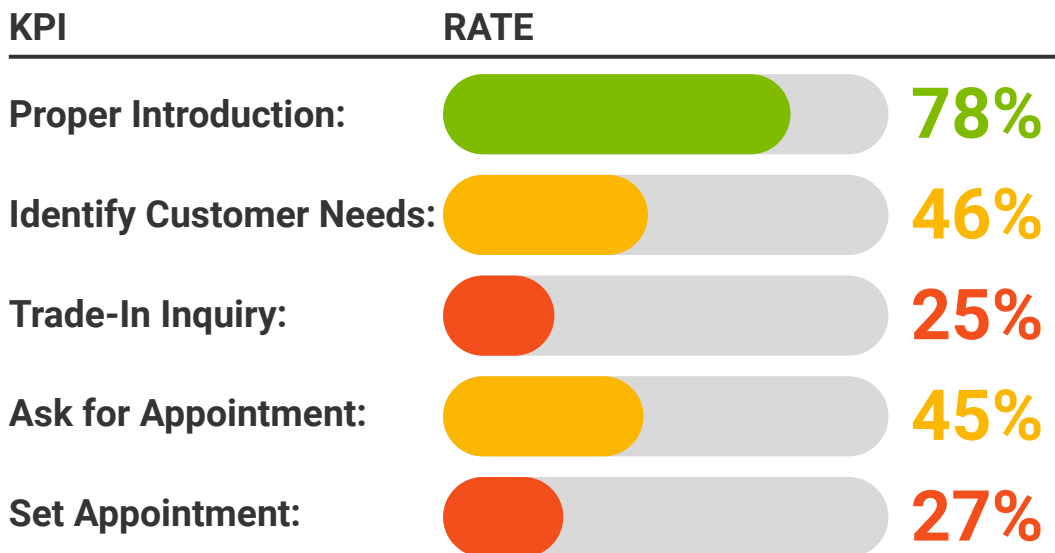
**Set Appointment:** An appointment is actually booked

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# What We Found

Reps Are Missing the Basics on Lead Response Calls - and It's Costing Appointments

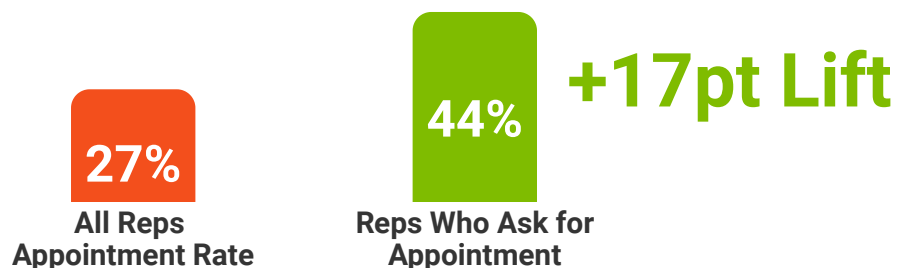
## LEAD RESPONSE KPI PERFORMANCE



Even though the shopper just submitted a lead seconds ago:

- 54% of lead response calls skip needs identification.
- 75% never ask about the trade.
- 55% end without asking for the appointment.

The biggest driver for more appointment sets:



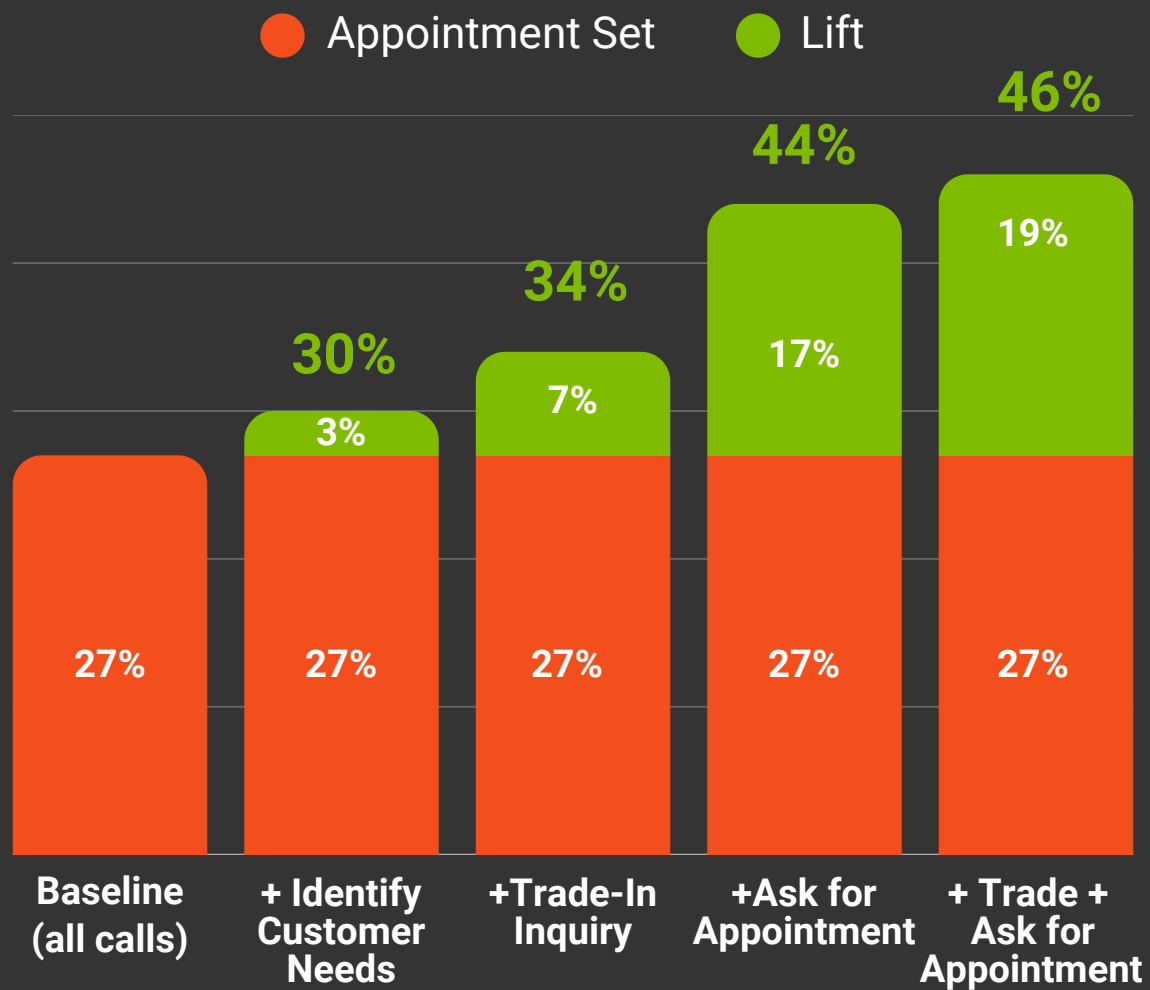
How we measured this:

Calldrip's AI scored every lead response call for whether the rep asked for the appointment. We then compared appointment set rates between two groups: calls where the rep asked for the appointment versus calls where they didn't. Across all dealerships, the pattern was consistent - when reps asked, appointment rates jumped an average of 17 points.

# The Lead Response Full Picture

Each KPI Adds Lift. Combined, They Transform Results.

## LEAD RESPONSE KPI LIFT



***Ask for the Appointment is the primary lever. Trade-In Inquiry is the accelerant. Together they produce the strongest results.***

The trade-in question shifts the conversation from transactional to consultative. It creates a reason to visit — "We'd need to see your vehicle in person to give you the most accurate estimate." And it opens a profitable acquisition channel for the dealership.

But it needs to be paired with the appointment ask to reach full impact.

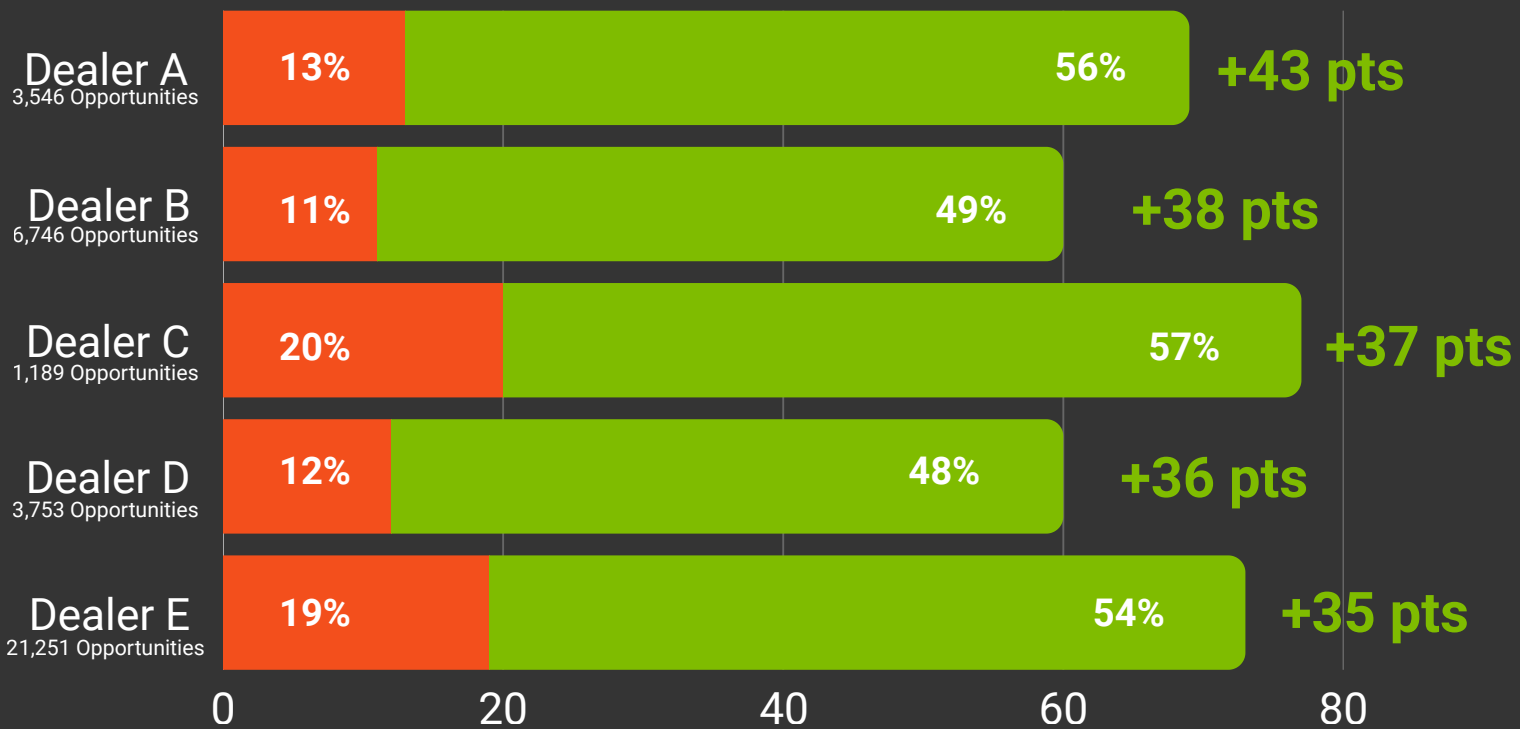
# Where the Gains Show Up

## The Biggest Gains

These dealerships started below industry average on lead response calls. The conversation KPIs changed their trajectory.

### BASELINE APPOINTMENT SET IMPROVEMENT

● Appointment Sets      ● With Trade + Ask



*Dealer A started at 13% – well below industry average. When reps executed both KPIs, appointment rates hit 56%.*

**Same leads. Same reps. Better conversations.**

# The KPIs Work Across Every Call Type

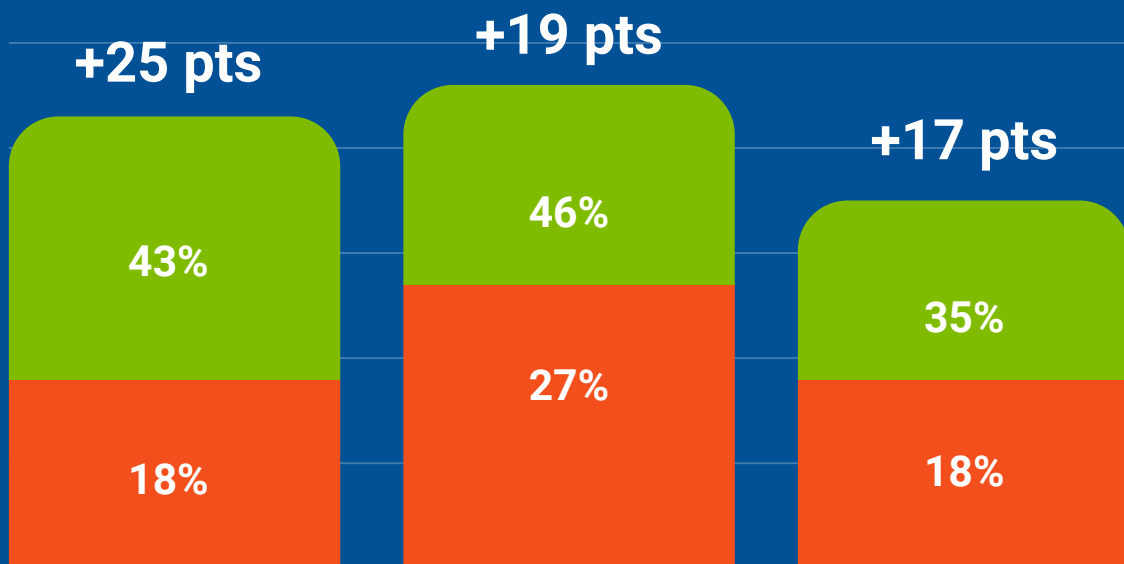
The study scored three distinct call types. The conversation KPIs drove appointment gains on all three.



- ✓ Lead response converts highest - speed gives you a head start
- ✓ Inbound shows the biggest upside (+25 pts) - high intent, low structure
- ✓ The KPIs drive results regardless of how the call originates

## APPOINTMENT SET IMPROVEMENT BY CALL TYPE

● Appointment Set      ● With Trade + Ask



### Inbound

Calls Scored  
**164,696**

Opportunities  
**47,357**

### Lead Response

Calls Scored  
**222,061**

Opportunities  
**43,204**

### Click-to-Call

Calls Scored  
**578,594**

Opportunities  
**58,138**

# What This Means For Your Store

Better Conversations = More Sales

|                                 | Current State<br>Without KPI | Improved State<br>With KPIs |
|---------------------------------|------------------------------|-----------------------------|
| Monthly Opportunities:          | 1,000                        | 1,000                       |
| Appointment Rate:               | 20%                          | 40%+                        |
| Appointment Sets:               | 200                          | 400                         |
| <b>Additional Appointments:</b> |                              | <b>+200</b>                 |

No additional ad spend. No new lead sources. No additional headcount.

*At a 50% show rate and 25% close rate, that's roughly 25 additional sold units per month. From better conversations.*

## You Can't Coach What You Can't See

A typical sales manager reviews 3 to 5 calls per day out of 50+. That's less than 10% coverage. The feedback is delayed, inconsistent, and generic.

AI call scoring changes the equation:

- Every call scored against the same KPIs - not a random sample
- Each rep gets a scorecard showing where they execute and where they miss
- Managers see patterns across the team, not just individual calls
- Coaching becomes specific: "Your trade-in mention rate is 15%. Reps at 40%+ set 8 more appointments per week."

# 19%

**Calldrip  
Virtual Assistant  
Appointment Sets**

Dealerships using Calldrip's VA for after-hour opportunities set appointments that would have otherwise gone unanswered until the next business day.

# Key Takeaways

Six takeaways to improve your store performance without increasing ad spend, changing lead sources or adding headcount

1

**Ask for the Appointment is the #1 driver.**

+25 pt lift on inbound calls, +19 pts on lead response calls and +17 pts on Click-to-Call. Skipped on 60% of all call types.

2

**Trade-In Inquiry adds meaningful lift.**

Only happening on 25% of lead response calls.

3

**The biggest improvements were 30-43 point lifts**

when both KPIs were executed consistently. One store went from 13% to 56%.

4

**Lead response calls start ahead (27%)**

but still leave 19+ points on the table.

5

**You can't coach what you can't see**

AI call scoring makes conversation quality visible and improvable.

6

**Zero additional leads or ad budget required.**

The data shows the potential for 200 additional appointments and roughly 25 additional sold units per month — from the leads you already have.

# Ready to see what's happening on your calls?

## THREE STEPS TO GET STARTED:

1

### SCHEDULE A DEMO

See how Calldrip's AI Call Scoring evaluates every sales call against the conversation KPIs that drive appointments.

2

### SCORE YOUR CALLS

We'll set up your custom KPIs – introduction, needs identification, trade-in inquiry, appointment ask – and start scoring every call automatically.

3

### COACH WITH DATA

Your managers get rep-level scorecards, team benchmarks, and specific coaching insights that turn more calls into appointments.

See what happens when every conversation is measured, coached, and improved.

[SCHEDULE YOUR DEMO](#)