

Using AI to enhance sales capabilities and productivity in lead management.

This success story shares the improvements achieved across various metrics of two of our customers using LeadDriver, our lead management system with Impel’s AI solution.

Challenges:

- Sales teams struggled to respond to digital leads within 2 hours and maintain follow-ups over time.
- Manual processes were inefficient, and engagement rates dropped outside business hours and on Saturdays due to busy schedules.

Solution & Results So Far:

LeadDriver with AI was introduced to automate and optimise their lead management process, providing several key benefits:

- Immediate response via both SMS and email. Increased long-term outreach and follow-up to ensure maximum lead engagement.
- Sales teams were enabled to spend more time working on established leads and had access to comprehensive analytics and reporting for the leads worked by AI.

60-DAY PERFORMANCE DURING OCTOBER-NOVEMBER 2024				
	ONLINE LEADS	ONLINE LEAD ENGAGEMENT	AI-SET APPOINTMENTS	EFFICIENCY GAINS
DEALER 1 <small>Avg. 20 vehicles for sale</small>	134 leads worked 981 messages sent 65 hours saved	65% email open rate 48% Leads engaged	Over 21% of online engaged leads booked appointments without human intervention	Over 50% engagement rates and email open rates have been achieved <small>AI has saved our customers almost an FTE in hours.</small>
DEALER 2 <small>Avg. 360 vehicles for sale</small>	536 leads worked 3641 messages sent 242 hours saved	53% email open rate 47% Leads engaged		

About our customers in this success story:

Dealer 1: Automotive dealership known for its innovative customer service and sales approach specialising in value family vehicles. **Dealer 2:** A family-owned based in Adelaide dealer group selling used vehicles and new vehicles across their Mazda, Volkswagen, LDV, and GWM franchises.

Dealer Metrics Across Australia

AI-driven leads have been shown to outperform standard leads in several key areas for car dealerships across Australia. According to data measured by Impel across all dealerships using their AI solution, here are some insights:

22%

of all online leads are High Converting Leads

(AI booked an appointment, call request received from customer, phone number acquired)

70%

of online leads flagged as Highly Converting Leads result in a successful sale

AI ensures leads are contacted within 2 minutes of enquiry.

