

# Sales AI Significantly Increases Appointment Set Rates

Bob Rohrman Kia sees 43% increase in leads converted to showroom appointments after launching Sales AI



## The Challenge

Maximizing lead conversion without adding headcount

## The Solution

Impel's Sales AI enhances the effectiveness of existing sales staff to drive higher lead conversion performance

## Manual lead processing creates missed opportunities

The Sales team at Bob Rohrman Kia had no shortage of opportunities. Leads were coming in from multiple channels at all times of the day and night, with more than 45% originating during off-hours.

With rapidly growing lead volume, the sales team was stretched to its limit. Responding to every inbound inquiry while trying to nurture customer relationships was becoming increasingly difficult. Too much time was being spent answering basic questions and chasing unresponsive leads, preventing sales reps from focusing on closing deals.

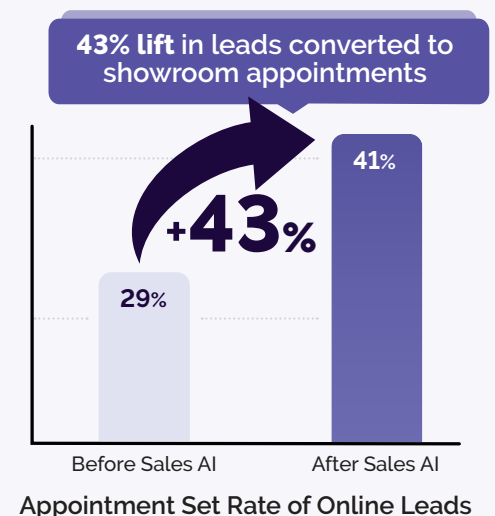
Employee frustration was growing, but what could be done without adding additional headcount?

*"We would have our best salespeople spend hours every day chasing down questions that came in overnight, only for the sale to go nowhere. I can't begin to estimate the number of hours or revenue lost."*

- Allen Gooch,  
General Manager

## Sales AI helps Rohrman convert more leads

Rohrman's Sales AI, nicknamed Megan, enables the sales team to focus on closing deals and nurturing low-funnel shoppers. That's because Megan takes care of everything else – from after-hours lead handling to long-term follow up and even appointment scheduling. After just **30 days** with Sales AI, the Rohrman team saw a **43% increase** in showroom appointments set.



Sales AI ensures that Rohrman responds to every internet lead, delivering personalized replies via SMS text and email while consistently following up to ensure that shoppers have everything they need to find the perfect vehicle. The best part? Megan works 24/7 so the sales team never has to miss another opportunity.

## Automation that drives your dealership forward

In today's hyper-competitive environment, every lead counts. That's why leading retailers rely on Impel for technology solutions that drive higher levels of shopper engagement every hour of every day. And seamless integrations with leading CRM and DMS platforms mean that your team members can focus on doing what they do best - closing deals and delivering the best possible service to every customer.

### About Bob Rohrman Kia

Rohrman Kia offers new and used vehicles, financing, and on-site automotive service. As Indiana's largest volume Kia dealer, the team at Bob Rohrman Kia takes pride in being the best resource possible for its customers and community.

Lafayette, Indiana | rohrmankia.com

### Sales AI Drives Measurable Business Results

- ✓ **43%**  
increase in appointment set rate
- ✓ **\$1M+**  
in vehicle sales influenced in the first 12 months
- ✓ **56x**  
return on investment for Sales AI



*"We couldn't be happier with Megan — I mean, Impel's Sales AI. It's really helped us focus on getting deals across the line while she handles the things that don't need as much hands-on care."*

- Allen Gooch, General Manager

Ready to convert more leads into showroom appointments?

Visit us at [impel.io](https://impel.io) or call +1 84 GETIMPEL to book your demo today.

