

# Impel's Service AI Drives Fixed Ops Revenue and Customer Retention

AI-powered automation increases service appointments and staff productivity at Fred Anderson Toyota.



## The Challenge

Resource-constrained teams aren't able to engage in outreach or follow up throughout the ownership lifecycle

## The Solution

Impel's Service AI maximizes customer lifetime value with timely and personalized communications at scale

## Limited Service Department Resources Create Lost Revenue Opportunities

Facing an uncertain economy and an increasingly unpredictable market for unit sales, Fred Anderson Toyota needed to maximize fixed ops revenue and profit. That meant ensuring retention of their current customer base while bringing back abandoned customers. Addressing these opportunities required a scalable approach to consistent customer outreach, follow-up, and reminders.

The service team was already stretched thin fielding inbound calls and managing current customers. And the one-way marketing tools they were using were expensive and ineffective. They simply did not have the resources needed to manually mine tens of thousands of DMS records and reach out or follow up with each one – not to mention doing so repeatedly. Lapsed customers and missed appointments were increasing, and lost revenue was piling up.

Fred Anderson Toyota needed a cost-effective solution that could provide personalized communication at scale throughout the car ownership lifecycle - without adding more staff.

*"We have a very lean operation and our staff is busy running the service drive effectively. We had capacity in our bay, but we've struggled to consistently focus on customer outreach, missed appointment follow-up, and service reminders. We needed solutions to help us be more proactive and efficient - without adding headcount."*

- Sean Mehaffey,  
General Manager

## Driving Customer Loyalty with Personalized Outreach

Fred Anderson Toyota implemented Service AI in their service department, allowing them to tap into the massive opportunity for found revenue across the ownership lifecycle. AI-powered automation and personalized followup helped the team maximize customer lifetime value by re-engaging abandoned customers, increasing show rates, and growing service appointments. After just six months, Service AI reached out to more than **23,000 customers**, facilitated over **1,500 appointments**, and helped generate **more than \$1.1 million in repair orders**.



By continuously mining vehicle purchase and service records in the DMS, Service AI targets customers at key points throughout the ownership lifecycle with relevant and timely service communications. Fred Anderson Toyota was able to increase customer loyalty while enabling the service team to focus on customer satisfaction and service operations.

## About Fred Anderson Toyota

North Carolina-based Fred Anderson Toyota is an award-winning family-owned dealership with an outstanding track record in customer service and operational superiority. Their mission is to support customers long after their initial purchase with the provision of vehicle trade-in and auto repair services.

Raleigh, NC | [fredandersontoyota.com](http://fredandersontoyota.com)

## Service AI Drives Measurable Business Results

✓ **23,000**  
customers engaged

✓ **1,500**  
appointments booked

✓ **\$1.1M**  
service revenue generated



*"Since deploying Service AI, we've been able to re-engage lost customers and increase loyalty with hyper-personalized communications. The platform has allowed us to drive more service appointments, better manage the ownership experience, and scale our service operations without additional overhead. Our service reps can stay focused on helping customers and building relationships while Service AI does all of the outreach and follow-up work. More customer loyalty means more service revenue – and also more future unit sales."*

- Bryan Newton, Service Director

Ready to grow your service revenue and profit?

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