

Impel's Sales AI Drives Operational Efficiency for Passport Auto Group

AI-powered automation enhances sales team productivity across the group, leading to a 31% increase in showroom appointments.

The Challenge

Scarce resources, inconsistent lead handling, and manual processes hinder results.

The Solution

Sales AI boosts team productivity and touches per lead, resulting in more showroom appointments.

PASSPORT AUTO



Manual workflows and low-value activities hamper team effectiveness

Increasing channel complexity and staffing constraints made it more difficult than ever for Passport Auto Group to effectively manage and convert leads. Delayed responses, inconsistent follow-up, and limited time spent building relationships were negatively impacting business results - and dealership reputation.

Passport required a solution that could improve productivity and results while enhancing the customer experience at scale across all stores.

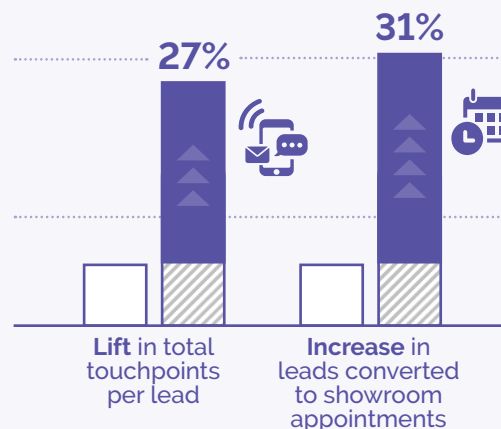
Sales AI enhances the customer experience and boosts productivity at scale

Passport Auto Group deployed Sales AI across its stores and quickly began seeing the benefits. The AI immediately engages all internet leads 24/7 with personalized, human-like conversations via email and text. Sales AI efficiently moves customers through the sales process, easily answering VIN-specific inventory questions and handling financing and trade-in inquiries. And the AI's seamless CRM integration and automated appointment-setting drive increased appointment and show rates. Because Sales AI handles all routine conversational activities and long-term follow up, sales reps can focus on building personal relationships. The benefits were remarkable. With Sales AI handling the majority of email and text interactions, the sales reps were able to make significantly more phone calls, leading to a **27% increase in total touchpoints per lead**. The resulting business impact was an impressive **31% increase in showroom appointment set rates**.

"We were grappling with inconsistency across our lead handling workflows and our customer communications via email and text. And our teams were struggling to keep up with the sheer number of leads and follow up. It became evident that force-fitting our traditional high-touch manual processes into an increasingly complex omnichannel journey wasn't working. We needed a solution that could maintain or enhance our renowned customer experience while helping increase efficiency and scale."

- Casey Goodnight, Internet Director

Sales AI Drives Measurable Gains in Productivity



About Passport Auto Group

Established in 1991, Passport Auto Group has become a major automotive force in the Washington metropolitan area. With nine dealerships and a collision center, they've built a stellar reputation for top-quality customer service and commitment to supporting local communities.

Suitland, MD | passportauto.com

Sales AI Drives Real Business Results

✓ **27%**
lift in touchpoints per lead

✓ **37%**
decrease in sales rep emails

✓ **31%**
boost in showroom appointments



"Discovering Impel's Sales AI was a turning point for us. It really bridged the gap between our time-tested practices and the demands of today's always-on, connected world. Because of Sales AI's automation, efficiency, and human-like experience, we've been able to uphold our commitment to superior customer service while scaling operations and improving team efficiency."

- Casey Goodnight, Internet Director

Visit us at impel.ai
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