

# »» Impel AI Drives Appointment Set Rates and Lead Re-Engagement

Process automation frees up team resources to drive stronger business results at Audi Denver.



## The Challenge

Resource-constrained sales teams aren't able to follow up with dormant and unresponsive leads

## The Solution

Impel AI persistently follows up with *every* lead, unlocking additional appointments and revenue

## Lean Staffing and Manual Follow-Up Create Lost Opportunities in a Tight Market

Concerned about an uncertain economic environment and fluctuating demand, the team at Audi Denver needed to control costs while improving productivity, and that meant doing more with an already-lean staff. Attempting to respond to every inquiry, follow up with each lead, send and answer emails, handle routine questions, set up appointments, and track every channel (while delivering a great experience for every shopper) was straining team resources – and impeding their ability to prioritize ready-to-buy customers. Increasingly, the team had to make judgment calls about which opportunities to chase and which leads to drop. Staff members were forced to abandon leads that had been sitting in the CRM for some time, including shoppers who took longer to respond or had gone dark.

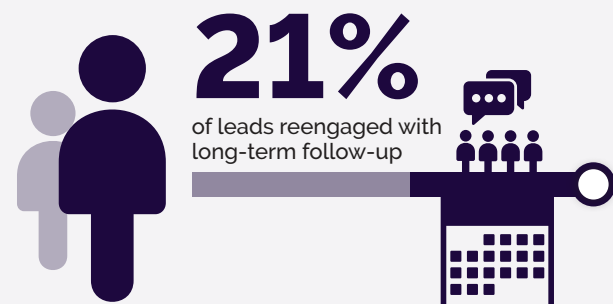
The result? Lead follow-up dwindled to just a few days – yet those are precisely the opportunities that become a key source of business when the market begins to cool.

*"We were already seeing early signs of a decline in leads, and with backlogged inventory finally coming in, we needed to make conservative decisions about costs - especially overhead and staffing. We're always busy, so this was stretching our sales teams thinner than ever. We needed solutions to help us be more productive and efficient - without adding headcount."*

- Stephen Powers, Vice President of Operations

## With Impel AI, Cold Leads Become Hot Opportunities

Audi Denver brought on an always-on team member: Impel AI, nicknamed Jessica. Jessica consistently follows up with every lead for up to two months, using a variety of content approaches to optimize engagement and conversion. After activating Impel AI, the team saw a remarkable **21% of leads re-engage during long-term follow-up**. **Online lead engagement increased by more than 50%** – and a massive **41%** of all engaged leads originated from after-hours inquiries.



Jessica frees up sales team capacity by automatically responding to every incoming online lead 24/7 via email and texting, engaging online shoppers with personalized conversations, answering VIN-specific questions, easily handling trade-in and financing inquiries, coordinating phone calls, and scheduling showroom appointments.

## About Audi Denver

Central-Colorado-based Audi Denver, a McDonald Family Dealership, puts their local community at the heart of all they do. Their main goal is to help customers get into the Audi best suited for their everyday lives. Audi Denver offers new, used, and certified pre-owned vehicles, financing, service, and genuine Audi parts.

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## Impel AI Drives Measurable Business Results

✓ **50%**  
increase in online lead engagement

✓ **22%**  
increase in showroom appointment set rate

✓ **32x**  
return on investment for Impel AI



*"Impel AI has been critical to ensuring that our staff's time is as productive and efficient as possible. Jessica handles so many of the routine lead management activities – following up with every lead, emailing, texting, answering questions, and scheduling appointments. That has enabled our salespeople to focus on high-value activities that drive the most value, like live phone calls, showroom appointments, and closing deals. The best part is that Impel AI's long-term follow-up has given us a huge source of additional engaged leads. It's exactly what we needed."*

**- Stephen Powers, Vice President of Operations**