

»» Tustain Motors

The Challenge

Manual lead tracking and delayed responses were leading to missed opportunities, particularly with younger, digital-first customers.

The Solution

Impel's Sales AI engages leads automatically across channels, maintaining consistent follow-up and supporting the team without needing CRM integration.



How Tustain Motors uses AI to convert more leads

54% of leads are now engaged outside working hours, keeping customers active in the buying journey no matter when they enquire. Tustain Motors doesn't let a single one go cold.

Since introducing Impel's Sales AI, the North East-based group has transformed how it handles inbound leads, combining always-on automation with human touchpoints to drive faster replies, stronger engagement, and better conversion rates.

And all without a fully integrated CRM.

Missed messages, delayed replies, and inconsistent follow-ups

Before adopting AI, Tustain Motors managed leads manually via spreadsheets, emails, and phone notes. Without a fully integrated CRM, tracking conversations and staying on top of every opportunity was tough.

Nearly half of all enquiries came in outside working hours, leaving customers waiting until the next day for a response. Follow-up was inconsistent, and younger, digital-first buyers in particular were slipping through the cracks.

Impel AI helps Tustain respond instantly - and keeps going

Tustain Motors adopted Impel's Sales AI, a conversational platform that engages leads 24/7 via email and SMS. It:

- ✓ Responds instantly, even outside business hours
- ✓ Encourages appointment bookings
- ✓ Follows up for 51 days if needed
- ✓ Works alongside the team, regardless of CRM setup

"The gap between enquiry and action has all but disappeared. Sales AI responds to customer enquiries immediately, and 39% of customers go on to engage further within 15 minutes. This engagement goes on to drive appointments."

The sales team still plays a vital role. AI manages the early-stage conversations, while reps add personal touches such as bespoke video messages and showroom follow-ups.

This hybrid approach matches efficiency with human connection.

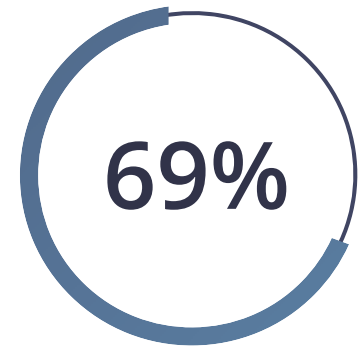
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The Results

More leads converted, fewer missed opportunities.

Since launch, Tustain has seen clear impact:

- ✓ Over half of enquiries are now handled after hours, keeping customers engaged
- ✓ Conversion rates have improved, thanks to consistent follow-ups
- ✓ Sales reps are more efficient, focusing on high-value tasks
- ✓ Younger buyers are more engaged, with messaging that suits how they prefer to interact
- ✓ Smooth integration, with or without a CRM



of appointments were booked within just 15 minutes of first contact.

That speed has translated into real outcomes: **Impel's AI has generated 114 appointments so far, and 69% were booked within just 15 minutes of first contact.** That kind of responsiveness is hard to match — especially without increasing headcount.

“

This has been the best decision we've ever made as a business. The best decision. And to feel as if you're on the front foot rather than playing catch-up is a really good feeling. It's been an absolute game-changer.”

Paula Young, Marketing Manager | Tustain Motors



Why it worked for Tustain

Tustain Motors has a reputation for transparency, fairness, and customer-first service. By adopting AI without losing the personal touch, they've modernised how they sell—and kept that reputation intact.

Even without a CRM, they've made automation work for their people, customers, and bottom line.