

# »» Swansway Motor Group

## The Challenge

High enquiry volumes, especially after hours, were making it difficult to deliver consistent follow-ups and maintain exceptional service standards.

## The Solution

Impel's Sales AI responds instantly to every lead, ensuring faster follow-ups and freeing the sales team to focus on building relationships and closing deals.

## How Swansway turned out-of-hours enquiries into a competitive advantage—without compromising their exceptional service

In 2024, over a third of the customer enquiries received by Swansway Motor Group came in outside regular business hours. With Impel's Sales AI in place, those enquiries were answered automatically, giving customers quick, helpful responses and freeing up the sales team to focus on what they do best.

*The result? More consistent follow-ups, better-qualified leads, and zero compromise on Swansway's commitment to exceptional service.*



## Growing volumes, rising expectations

Swansway's sales team were already delivering an exceptional customer experience — but with enquiry volumes rising, keeping every follow-up fast and consistent was becoming harder.

Roughly a third of all leads arrived after hours, especially in the evenings when customers were most active. Responding manually meant long hours, delayed replies, or worse, missed opportunities.



## An AI copilot that never sleeps

Swansway deployed Sales AI, a conversational AI tool built for automotive. It:

- » Engages leads via email and text
- » Follows up with every lead for 51 days
- » Holds natural, intelligent conversations
- » Books appointments directly in the CRM

This freed the sales team to focus on human interaction - showroom visits, relationship building, and final-stage conversions.

## The impact: better conversations, booked automatically

Sales AI doesn't just deliver volume. It gives reps real context: what the customer is looking for, what they've asked, and what matters to them.

That means when the sales team pick up a lead, they're already informed, and already ahead.

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“Sales AI has truly transformed how we connect with customers, not only delivering appointments but faster, smarter, and more seamless interactions.”

—John Smyth, Director



Swansway is a family-run business with 57 years of industry experience and 21 years under the current brand. Representing nine manufacturers across 30 locations, the group blends tradition with innovation and isn't afraid to try new tools when it means better service.