

# Impel's Sales AI Increases Productivity by Engaging Every Lead, Day and Night

AI-powered automation expands sales team capacity and efficiency while driving more showroom appointments for Crystal Lake CDJR



## The Challenge

Capacity challenges and headcount constraints cause sales opportunities to fall through the cracks

## The Solution

Sales AI engages every lead instantly, day or night, improving sales productivity and boosting appointment volume

## Resource Constraints Create More Challenges for Dealer Sales Teams

Managing and responding to shopper inquiries at all hours of the day and night across an increasingly complex mix of channels is difficult for any sales team. But in today's environment, the challenge is compounded as dealers seek to do more with less, driving efficiency while controlling staffing costs. Frustration grows as sales reps get stretched in too many directions and causing missed sales opportunities to pile up.

The sales team at Crystal Lake CDJR was feeling the pressure. They were so busy with follow-ups and administrative tasks that keeping up with inbound inquiries across multiple channels was difficult. Leads that came in overnight were often pushed to the next day in order to serve in-person or in-the-moment requests. Consistently delivering high-quality responses while shoppers clamored for information across multiple channels was becoming increasingly challenging. How could the team respond more quickly to every lead without adding headcount?

*"It felt like we were running around like chickens with our heads cut off," remarked Arlo Javier, Managing Director. "We're an incredibly busy dealership, and we needed something that would help us respond faster without sacrificing quality — or increasing overhead."*

- Arlo Javier, Managing Director

## Sales AI Helps Crystal Lake Automatically Engage and Convert More Leads

Impel's Sales AI, nicknamed "Anita," automatically replies, engages, and follows up with every online lead. By delivering immediate responses every day, all day and night - even during off hours - Sales AI increases the sales team's capacity and efficiency by engaging with and pre-qualifying every lead. After activating Sales AI, the team at Crystal Lake CDJR saw a **significant increase in overall engagement, with more than 50% of leads originating from after hours inquiries.**



Anita helps the team at Crystal Lake operate more effectively during the day, as well. Her ability to immediately engage leads in conversational dialogue via email and text enables the sales team to minimize time spent on chasing leads and doing other low-value administrative tasks. Instead, they can focus on live phone calls, nurturing ready-to-buy customers, closing dealers, and other more productive activities. By delivering an impressive **41% engagement rate** and a **29% increase** in showroom appointments, Anita has quickly become an indispensable “member” of the sales team.

## About Crystal Lake CDJR

With Crystal Lake Chrysler Dodge Jeep Ram, your carselling, buying, financing, servicing experiences are always positive. From the moment you step inside our dealership to find the latest new models from Chrysler, Dodge, Jeep and Ram, or a high quality used car, we're here to help put you behind the wheel of the right new or used vehicle for you. Whatever your automotive needs, our dealership serving the Crystal Lake area is happy to help.

Crystal Lake, IL | [crystallakechryslerjeep.com](http://crystallakechryslerjeep.com)

## Sales AI Drives Measurable Business Results

✓ **41%**  
lead engagement rate

✓ **29%**  
lift in showroom appointments

✓ **Over \$2MM**  
in gross vehicle sales influenced in the first 6 months



*“Sales AI acts as our first line of contact for all online leads. No customer email, form submission, or text goes unanswered. The AI intelligently responds to questions, schedules showroom appointments, and hands off ready-to-buy shoppers to our sales reps. Our teams are happy because they can focus on doing what they do best – closing deals. I can’t believe how quickly we were able to solve our staffing and productivity challenges with AI.”*

- Arlo Javier, Managing Director

Learn more about how Impel’s Sales AI can help your dealership improve sales team performance without increasing overhead.

Visit us at [impel.ai](http://impel.ai) or call +1 84 GETIMPEL to book your demo today.

