Impel AI | Customer Success Story

Impel's Sales AI **Drives Operational Efficiency and Team Productivity**

Generative conversational AI enhances sales team performance to drive stronger results at Available Car

availableCar

The Challenge

Lean sales teams need to drive higher lead conversion and unit sales without additional resources

The Solution

Impel's Sales AI automates lead management at scale, enabling sales personnel to focus on converting the highest-value customers

Scaling lead management productivity in an unpredictable market

Managing and responding to shopper enquiries 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, causing missed sales opportunities to pile up.

The sales team at Available Car was feeling the strain of attempting to qualify each potential buyer while building quality customer relationships. With a never-ending queue of follow-ups and administrative tasks, keeping up with inbound leads across multiple channels was difficult. Leads that came in overnight or after-hours were often pushed to the next day in order to serve in-person or in-the-moment requests. Consistently delivering high-quality responses and nurturing prospective buyers while shoppers clamored for information across multiple channels was becoming increasingly challenging. And in today's always-on world, consumers require rapid response times and personalisation. How could the team respond more quickly to every lead without adding headcount? Available Car knew that technological automation was the answer, but finding the right solution that could reliably drive both results and productivity was paramount.

Powered by
Generative Conversational AI

Sales AI enhances performance and operational efficiency

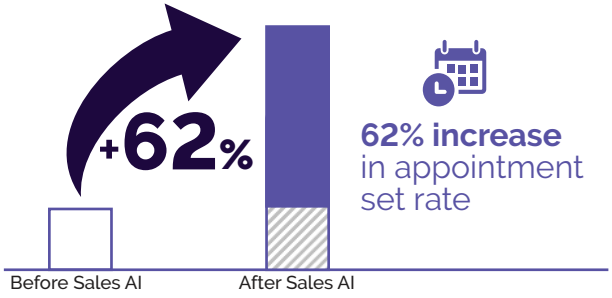
Available Car implemented Impel's Sales AI, an advanced conversational AI platform that leverages generative capabilities and large-language models (LLMs) to engage and convert more leads with personalised, human-like experiences. Sales AI automatically and immediately replies, engages, and follows up with every online lead by email and SMS text 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 Available Car saw a significant increase in overall engagement and a **massive 62% increase in appointment set rate year-on-year.** Importantly, **more than 30% of engaged leads and set appointments originated after hours.**

Over the last three months alone, **Sales AI engaged over 7,000 leads and sent more than 41,000 email and SMS messages, which represents approximately 2,050 people hours or 257 days of work!** Thanks to its use of natural language processing (NLP) and machine learning (ML), the AI can understand intent and distinguish serious sellers from casual visitors to move consumers more effectively through the sales process. Sales AI responds immediately to online enquiries around the clock, consistently engages in long-term follow up with unresponsive leads, and automatically schedules appointments within the dealership CRM when needed. By **delivering an impressive 58% email open rate, over 445 AI-set appointments, and almost 3,600 pre-qualified handoffs to sales agents in just three months**, Sales AI has quickly become an indispensable "member" of the sales team.

"Sales AI has quickly proved a fundamental game-changer for us, enhancing the customer experience and our conversion rates while maximising dealership efficiency. By enabling us to better prioritise high-value activities like showroom appointments and live calls, we've seen measurable improvements in productivity and sales growth, and the results show no signs of slowing. Our sales increased 38% in 2023, and Sales AI played a crucial part in making that happen."

Michael Bell, Chief Executive Officer and Director | Available Car Limited

Sales AI Drives Measurable Gains in Productivity



7,000
leads engaged

2,050
labour hours saved

41,000+
messages sent

Ready to convert more leads into showroom appointments?

Visit us at **impel.ai** to book your demo today.