

From Missed Leads to 1,000+ Engagements: Etheridge Ford Transformed in 90 Days

How Impel AI helped one of Melbourne’s fastest-growing Ford Dealers engage every lead, around the clock.

The Challenge

Leads were piling up. Response times were falling behind.

Growth is great, until it outpaces your ability to manage it. That’s exactly where Etheridge Ford found itself. The Melbourne dealership’s lean sales team was drowning in inbound leads from web, chat, and digital channels. Rather than working every opportunity, reps were cherry-picking the hottest prospects and letting the rest go cold.

After-hours leads? Untouched until morning. Webchat responses? Too slow and too shallow to convert. The dealership’s live chat solution couldn’t deliver VIN-level detail, financing answers, or the immediacy today’s shoppers demand.

“Lead response times were a challenge for us,” said Dealer Principal Simon Logan. “Follow-ups were suffering. Any lead received after hours really wasn’t being attended until morning, and I believe that resulted in missed opportunities.”

Etheridge Ford needed a solution built for automotive. One that could engage every lead instantly, respond with depth around the clock, set appointments, and give the sales team their time back. Without adding headcount.

The Solution

Round-the-clock AI engagement that pre-qualifies, books, and converts.

Etheridge Ford deployed Impel AI to take control of their growing lead volume. The impact was immediate. And unmistakable.

Impel AI engages every lead the moment it comes in. VIN-specific inquiries, finance questions, trade-in requests: all handled with precision and a remarkably human touch. It coordinates appointments directly, pushes alerts to the CRM, and keeps the customer experience seamless from first click to showroom visit. No manual handoffs. No gaps.

The result? Customers are so impressed by the AI that they ask for it by name on the showroom floor.

Chat AI and Sales AI work in tandem to nurture leads, pre-qualify shoppers, and set appointments before the sales team ever picks up the phone. By the time a lead hits a consultant’s desk, it’s warmer, sharper, and more likely to close.

Instead, the team spends time where it counts: building relationships and closing deals.

The results breakdown:



50%

increase in online lead engagement



41%

of engaged leads originated after hours



99.7%

Customer satisfaction on webchat



27%

of all showroom appointments set by Impel AI



10%

increase in chat-to-appointment conversion



Set rates and appointment turn-up rates both increased



30, 60, and 90-day close rates improved through sustained follow-up



AI has impacted the team's productivity and efficiency. The leads are much higher quality when they're handed off to our sales consultants. They no longer waste time chasing bad leads or doing so much of the admin work, like sending emails and texts."

Simon Logan,
Dealer Principal, Etheridge Ford

From deployment to dominance in 90 days

In just three months, Impel AI sent more than 5,000 emails and text messages, engaging nearly 1,000 leads. That's an estimated 400 hours of labor saved, equivalent to more than \$6,000 in staffing costs, while making the experience as personalised and hassle-free as possible.

"The sales team doesn't need to monitor Chat AI," Simon said. "It sends a text message when human intervention is needed. The team can spend more time on their own appointments, closing deals, and building important relationships with our customers."

More leads engaged. More appointments set. More deals closed. And a team that's finally focused on what they do best.



Impel AI just pays for itself in efficiency alone. It allows us to do more with less, which means a team that's more productive and focused on delivering a high level of service to our customers, which builds loyalty and closes deals at a higher rate."

Simon Logan,
Dealer Principal, Etheridge Ford



Etheridge Ford

About Etheridge Ford

Etheridge Ford wants "for everyone to Drive Away Happy, every time." Located in Melbourne, Victoria, Etheridge Ford offers customers a wide range of choice across the Ford lineup.