

From Overwhelmed to Unstoppable

How Murfreesboro Nissan Turned AI Into Six Figures of Service Revenue

The Challenge

Stretched Thin With Revenue Slipping Away

Austin Betty's service team was stretched thin—juggling walk-ins, inbound calls, and scheduling while thousands of lapsed customers sat untouched in the DMS. They knew the revenue was there. They just couldn't get to it.

Following up on missed appointments and lapsed customers meant mining thousands of records and spending hours his team didn't have. And in a business where service ROs are the true lifeblood of profitability, every untouched record was revenue left on the table.

Austin needed a way to intelligently automate outreach and eliminate the burden without adding headcount.

The Solution

Live in Two Days. Results in Two Weeks.

Impel Service AI stepped in as the always-on team member Austin's department needed. The platform was live in two days, seamlessly integrated with their existing appointment scheduler and the team noticed a difference almost immediately.

Powered by automotive-specific AI, Service AI continuously mines the DMS, engages customers proactively with personalized communications based on their sales and service history, and books appointments, all without human intervention.



Our team was super excited about it. We were seeing big days and big numbers. I will say, we were a bit nervous at first, because it seemed like customers just kept coming and coming and coming.

Partnering with Impel was the right decision, 100%. I have told everybody in our group that this is a no-brainer: you have got to get on it. They are seeing the success we are having, and more people are joining daily.

Austin Betty
Parts Manager, Murfreesboro Nissan

In Just Two Months



1,000+

LABOR HOURS FREED UP
service reps now focus on delivering white-glove service in person



6,000+

CUSTOMERS ENGAGED
across crucial lifecycle touchpoints



16,000+

MESSAGES SENT
to the right customers at the right time



\$110,000

IN RO REVENUE
influenced in just two months

The 24/7 Team Member Who Brings in Six Figures

Think of Impel Service AI as a service-dedicated team that never calls in sick, never takes a vacation, and never stops working your pipeline. It continuously mines the DMS, using predictive analytics to identify the right service recommendation for each customer based on their unique history, driving behavior, and VIN-specific factory intervals. From first service reminders to declined service follow-ups to abandoned customer re-engagement, Service AI orchestrates 22 distinct initiatives across email, SMS, and direct mail. And when a customer responds, it doesn't just send links to an online scheduler. It dialogues, clarifying what's due, answering questions, and booking appointments directly in the conversation.

Smart Retail Starts With a Smarter Operating System

The AI Operating System built for a new era of automotive retailing. From CRM to DMS, from showroom to service bay, Impel automates, unifies, and accelerates every part of your dealership. This is what unstoppable looks like.

A No-Brainer to Expand

With Impel Service AI handling the heavy lift, Austin's team got their bandwidth back, and the boost in appointments and RO revenue proved the model works. Every critical touchpoint is covered. First Service. Next Service. Abandoned Customers. Recalls. And more. All automated, all precisely timed, and the dealership plans to expand from here.

The results speak for themselves: Murfreesboro Nissan is now one of the top two Nissan dealerships in the country.

About Murfreesboro Nissan

Located in Murfreesboro, Tennessee, Murfreesboro Nissan is a full-service Nissan dealer with a customer-first reputation. Today, they're one of the top two Nissan dealerships in the country.



We're playing offense now versus waiting on customers to come into our dealership and schedule a service. Previously, we were casting a small net into a big ocean, hoping to catch something. Now, we're being more intentional and targeted with our message.

Impel AI is there whenever we need it. In terms of return on investment, it has paid for itself many times over.

Austin Betty,
Parts Manager, Murfreesboro Nissan