

# More Leads. Better Results. Same Team.

How Capital Automotive Group doubled BDR capacity, transformed results, and compounded operational impact

## The Challenge

### Deals Lost Not to Competition — But to Delay

With 20+ rooftops across the Carolinas, Capital Automotive Group’s BDC teams were hitting the limits of what manual processes could sustain. Each BDR managed roughly 100 leads at a time, and quality and consistency suffered during peak hours, after hours, and through the inevitable churn of turnover. The only fix was more people — and more people meant more cost, more training, and more of the same problem at a larger scale.

Leads weren’t being lost for lack of interest. They were slipping through because the bandwidth simply wasn’t there. Capital needed a way to scale response, follow-up, and quality engagement without scaling headcount.

## The Solution

### Live. Consistent. Always On.

Capital Automotive Group didn’t deploy Impel as a bolt-on autoresponder. They deployed it as a unified AI Operating System. Sales AI handles first response, follow-up, and re-engagement instantly, at every hour, across every rooftop. Knowledge Bank gives each store a single source of truth for dealership-specific knowledge — policies, offerings, services, and FAQs — so every AI response reflects the store, not a generic script. Agentic Response takes it further, delivering customized responses and journeys by lead source and sub-source. With AI immediately engaging every lead and handling repetitive outreach and scheduling, BDRs stopped firefighting and started selling.



We needed a way to keep up with the volume so our team could focus on what they’re really good at. Impel handles the follow-up, and our BDRs spend more time having real conversations with buyers who are ready to book an appointment. That means more live calls, more appointments, more conversions. That’s a win for everybody.

**Curtis Driver**  
Omnichannel Digital Sales Manager, Capital Automotive Group

## Results

**2X+** increase in BDR lead capacity

**+33%** Appt. set rate 2 years running

**+25%** Lead close rate 2 years running

**02** Consecutive years growth still compounding

## Sales AI Agent in Action

Capital’s stores saw immediate, compounding improvements across the board. The more the AI engaged, the sharper the results got.

### WHAT CHANGED, FAST:

- Up to **48% lift** in lead engagement
- **32% increase** in AI-set appointments, without human intervention
- Up to **60% increase** in appointment rates per store
- **Results compounding year over year** as the AI continued to learn

## The Impact

With Impel handling the outreach, Capital's BDRs got their time back and the results proved the model. Appointment rates climbed. Close rates followed. Two straight years of growth with no added payroll. The group continues to expand its Impel footprint, rooftop by rooftop.

- ✓ **Capacity without headcount.** When AI handles the volume, your team handles the relationships. BDR lead capacity more than doubled from 100 to 200–250 leads per BDR with no new hires and performance kept climbing.
- ✓ **Compounding results.** This isn't a one-time lift. Internet lead close rates climbed from 6.93% to 8.66% over two consecutive years and are still trending up. The longer the AI runs, the smarter it gets.
- ✓ **Operational insurance.** Sales AI doesn't call out sick, doesn't get pulled into one deal, and doesn't let leads go cold. Every lead gets a real response, every time.
- ✓ **Speed and relevance at scale.** Instant, personalized engagement across every rooftop, tailored by lead source, informed by dealership-specific knowledge, and delivered before a competitor picks up the phone. Appointment set rates climbed 33% in two years.
- ✓ **People, protected.** Less time chasing cold leads. More time with buyers who are ready to move. Better conversations, less burnout, stronger morale.



Two years in and the numbers keep getting better. We're closing more leads, our BDRs are more productive, and we didn't have to add headcount to make it happen. That's the kind of ROI that makes the partnership with Impel so successful for us.

**Curtis Driver,**  
Omnichannel Digital Sales Manager, Capital Automotive Group

## 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 operations and customer journey. This is what unstoppable looks like.



### About Capital Automotive Group

Capital Automotive Group operates 20+ rooftops across the Carolinas, including FordDirect-affiliated stores. With Impel, they've built a scalable AI communication infrastructure that keeps compounding, year over year, store by store.