

Luxury Experience at Scale Meets Increased Sales Velocity

How Walter's Automotive Group cut lead-to-sale time by 56% across its Porsche, Mercedes-Benz, Audi, and Sprinter rooftops — and how Impel AI influenced more than 3,000 vehicle sales in two years while elevating the white-glove experience.

The Challenge

Luxury Means No Margin for Delay

Walter's Automotive Group sells Porsche, Mercedes-Benz, Audi, and Sprinter across six stores in Southern California, one of the most competitive luxury markets in the country. Their customers expect a white-glove experience from the first form-fill to the final handshake, which leaves the BDC carrying an outsized weight.

Prior to Impel, each BDC rep managed roughly 200 leads at a time, already a challenging ratio for the level of personalization luxury demands. Above that number, follow-up degraded, response times slipped, and the overnight inquiries pouring in from high-intent shoppers fell through. Adding more reps wasn't the answer. More headcount meant more training, more turnover, and more of the same ceiling at greater cost.

Walter's needed a way to scale response, follow-up, and luxury-grade engagement without diluting the experience that defines their brands.

The Solution

Always On. Always On-Brand.

Walter's didn't bolt AI onto their BDC. They re-built the BDC around it.

Sales AI responds instantly to every lead, orchestrating first-touch engagement, multi-touch follow-up, after-hours coverage, and appointment booking across all six rooftops. Each store's AI Knowledge Bank serves as a single source of truth for everything that makes that dealership unique — its processes, policies, offers, and inventory — alongside the brand-specific standards that vary across Porsche, Mercedes-Benz, Audi, and Sprinter. The result: every response reflects the actual dealership and the actual brand, not a generic luxury script. And as a goal-oriented agentic system, Sales AI delivers customized journeys by lead source, ensuring a Porsche.com inquiry never reads like a third-party aggregator follow-up.

With AI engaging every lead in real time, the Walter's BDC stopped triaging and increased their sales velocity.

“Something doesn't have to be broken to make it better. With AI, it's not if. It's how fast.

Becky Scheussler

Business Development Director, Walter's Auto Group

Results

56% faster lead-to-sale (7.6 days at launch → 3.3 days today)

3,034 vehicle sales influenced by Sales AI

107,080 leads worked

+10 FTEs in equivalent BDC rep output

Sales AI Agent in Action

Walter's saw immediate and compounding improvements across both sales and service. The longer the AI ran, the sharper the results got.

WHAT CHANGED, FAST:

- **2X increase** in lead capacity per rep — from 200 to 400
- **1 in 4 customer engagements** happening after business hours
- **27% of appointments** booked after-hours
- **667,085 messages** sent, every one tuned to brand voice
- **Enhanced white-glove experience** even as days-to-sale decreased and leads per rep increased

The Impact

With Impel AI handling lead engagement at scale, Walter's BDC reps got their time back and they could focus on building relationships and closing deals. Sales velocity increased significantly. After-hours engagement, once a dead zone for the luxury BDC, became a quarter of total engagement. Two years in, the numbers keep getting better — and the team is the same size it was on day one.

- **Capacity without compromise.** When AI handles the volume, the BDC handles the relationships. Rep capacity climbed from 200 leads to 400 with no new hires, and the luxury experience didn't slip — customers have thanked the AI for the quality of service, often without realizing they were chatting with one.
- **Speed at scale.** Lead-to-sale time fell from 7.6 days to 3.3 — a 56% drop. Monthly Sales AI-influenced volume more than doubled (April 2024 vs. April 2026), with 69% still closing inside three days.
- **The after-hours advantage.** Luxury shoppers don't wait until 9 a.m. 25% of customer engagements at Walter's now happen outside business hours, and 27% of appointments are booked when the showroom lights are off.
- **Compounding returns.** Two consecutive years of growth, still climbing. The longer the AI runs against Walter's Knowledge Bank, the more personalized and effective every interaction becomes.
- **People, protected.** Walter's BDC didn't shrink. It sharpened. Reps spend less time on overnight backlog and repetitive follow-up, and more time on the conversations that actually need a human voice.



We've had customers actually thank the AI agent because it was the best customer service that they've received. They don't know that they're speaking with AI — the conversation is so natural.

Becky Scheussler,
Business Development Director, Walter's Auto Group

Concierge Retail Starts With a Concierge 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.