

# CALLREVVU DEALER SPOTLIGHT

CALL RECORDING, TRACKING, AND ANALYSIS  
STEERS BRAMAN MOTORCARS TO A 27 PERCENT  
INCREASE IN SALES.

# TABLE OF CONTENTS



01

**SEEKING A BETTER CUSTOMER EXPERIENCE AND MORE SALES.**



02

**TURNING ABANDONED CALLS INTO APPOINTMENTS AND SALES.**



03

**LEVERAGING DEAL-SAVING ALERTS TO CAPTURE MISSED OPPORTUNITIES.**



04

**USING CALL ANALYSIS DATA TO HOLD SALES ACCOUNTABLE.**



05

**IMPROVING PERFORMANCE WITH ON-GOING TRAININGS.**

# SEEKING A BETTER CUSTOMER EXPERIENCE AND MORE SALES

Braman Motor Cars serves luxury vehicle customers in and around West Palm Beach, Florida. Their five stores employ around 450 people and collectively sell approximately 800 new and used vehicles a year.

The group prides itself on making personal connections with customers, but its phone processes were lacking. Without any call recording or analysis, Director of Luxury Sales, Michael Visocky, worried customer calls weren't being answered consistently and the group was losing out on appointments and sales.



*Director of Luxury Sales Michael Visocky worried customer calls weren't being answered consistently and the group was losing out on appointments and sales.*

# TURNING ABANDONED CALLS INTO APPOINTMENTS AND SALES

Visocky was familiar with CallRevu and its phone alert system and in June 2018 decided to partner with the company. To ensure best results he also hired Heather Twombly, appointing her as the dealership's CallRevu Coordinator, tasked with overseeing the phone system in real-time and helping to train employees on phone-handling skills.

Immediately, Twombly honed in on reconnecting with abandoned calls. "Abandoned calls are a huge thing," said Twombly. "CallRevu tracks these calls so we can call customers back and ask how we can help. On one day alone, we were able to turn three abandoned calls into appointments." Visocky was thrilled with yearly results, telling CallRevu, "Special thank you for being a great partner and helping us increase our business 27 percent year-over-year."



**"...increase our business 27 percent year-over-year."**

**"YOU GUYS ROCK!"**

- Michael Visocky,  
Director of Luxury Sales





# LEVERAGING DEAL-SAVING ALERTS TO CAPTURE MISSED OPPORTUNITIES.

Twombly relies on CallRevu's real-time alerts to help save deals. When a customer calls into a store for sales, the call is recorded and transcribed using Artificial Intelligence technology. Then a highly trained CallRevu agent reviews the call from beginning to end and provides a summary and actionable insights on call-handling performance.

If a call is mishandled, a real-time missed opportunity alert is sent to Twombly via text and email. She uses that information to save customers before they move on to another dealership. "When an alert comes through, I can get a manager on it before a customer has a chance to get upset," she said. "At a glance, I can figure out what happened and talk it over with the managers so we can get in front of problems before they become a big deal."

# USING CALL ANALYSIS DATA TO HOLD SALES ACCOUNTABLE

The AI-human pairing that powers the CallRevu system means that every sales call is recorded and analyzed, and then a summary with 24 relevant data points is sent to Twombly. With a quick glance, she can see what happened on the call, including customer name, contact information, vehicles discussed, and prices.

There is also a click-to-call link to call the customer back right from the alert. Twombly looks at the reports every day. "The information helps me hold salespeople accountable," she said.

"I cross-reference alerts with our CRM to make sure sales logs every call and follows-up with the customer."

Twombly also uses the alerts to help with sales availability and staffing. If she sees a lot of unanswered calls during a particular time period, she works with the managers to adjust schedules, so more calls connect with a live person.



# IMPROVING PERFORMANCE WITH ON-GOING TRAININGS

The call analysis data is an invaluable training tool. At least once a month, Twombly pulls data from CallRevu and creates a report card for every salesperson. Together, they review phone-ups, opportunities, and missed opportunities. She also plays a few of their call recordings so they can hear themselves and how they respond to customers.

“We had one person in our pre-owned department who was struggling to meet quota,” said Twombly. “I used the analysis of his calls and the CallRevu phone script for sales to help him improve his phone-handling skills. The next month, he was called out as one of the top three salespeople in the department.”



**“The next month, he was called out as one of the top three salespeople in the department.”**



# AT-A-GLANCE TAKEAWAYS FOR BRAMAN



Sales increased 27 percent year-over-year with CallRevu.



Nearly every store hit record-high phone connection rates in the last quarter of the year.



Hired as a dedicated CallRevu Coordinator, Twombly views alerts in real-time and immediately acts to save missed opportunities and capture abandoned calls.



Reviewing phone data allows Twombly to hold sales accountable for logging calls and follow-up activities in the CRM.



Twombly uses the CallRevu data to train sales and help them consistently improve their phone handling skills.

# CONCLUSION

AI technology has grown by leaps and bounds, but we are a long way away from the computers taking over. Human analysis will continue to be necessary to train, provide context, and intent. What works for Google and Alexa in your everyday life isn't what works in Automotive to help dealerships drive more appointments and sales. At a time when consumer expectations are at an all-time high, call volume to dealerships is on the rise, and fierce competition among dealers makes converting phone leads into appointments ever more critical, the best choice is a phone provider that combines AI with human agents.

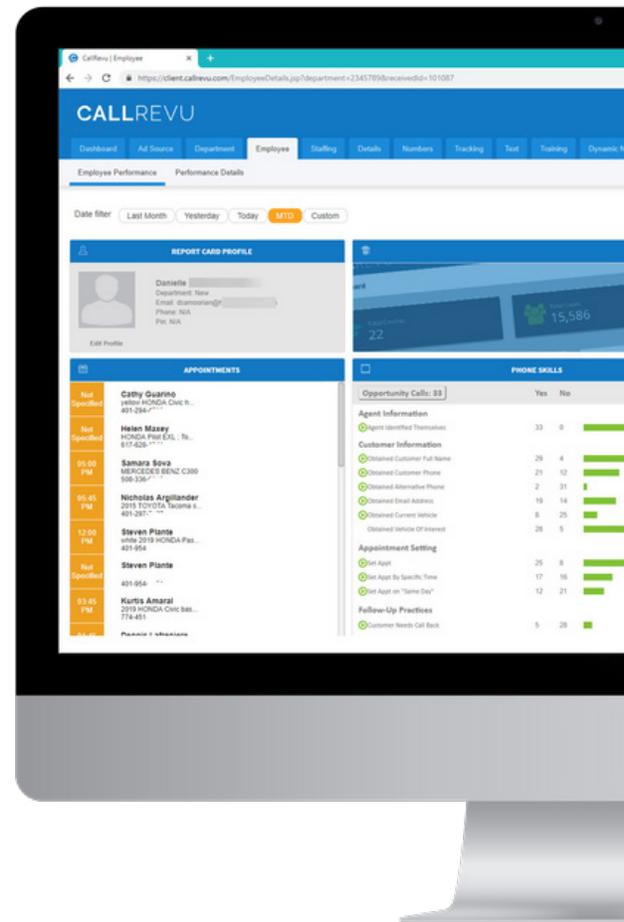
Contact us to learn more and how we can help you harness the power of AI to achieve more sales and a better customer experience.  
[www.callrevu.com](http://www.callrevu.com) | 844-293-3381

## ABOUT US

CallRevu is Automotive's Top Call Management Solution. We help dealers convert calls into appointments and customers for life. We focus on tracking, listening, summarizing, alerting, and coaching with our robust data reporting.

## COMPANY OVERVIEW

CallRevu tracks, summarizes, alerts, and reports on all of auto dealership's calls in real-time; focusing on over 24 key data points. With the data collected. CallRevu helps dealers fix the biggest blind spot in their dealerships - the phone.



# CALLREVVU DEALER SPOTLIGHT

CALLREVVU

CallRevu uses humans and AI with our call tracking and monitoring services to ensure dealers are getting the best of both worlds. Visit [callrevu.com](https://callrevu.com) to learn more about CallRevu.

## HQ

**T:** 410.630.4828

**E:** [Sales@callrevu.com](mailto:Sales@callrevu.com)

10 North Park Drive, Suite 200  
Hunt Valley, MD 21030