

SUCCESS STORY

CallRevu Dealer Spotlight



SHEEHY

— INFINITI —

IMPROVING CUSTOMER PHONE EXPERIENCE BOOSTS SHEEHY
INFINITI USED CAR SALES BY **30 PERCENT!**

Sheehy

EXCLUSIVE

LOOKING FOR WAYS TO IMPROVE THE CUSTOMER EXPERIENCE

Sheehy Infiniti of Tysons and Sheehy Infiniti of Chantilly are sister dealerships that service customers throughout VA as well as in Potomac, MD. **Both sit among the top five in their DMA, selling around 105 new and used vehicles per month.**

While the stores share a goal of exceeding customer expectations with every interaction, late last year GM Aaron Spicer was looking for a way to improve the customer experience by ensuring consistent phone processes, thus improving customer interactions at his two stores. Each store was using a call recording and tracking system, but without any call analysis, according to Sheehy, the system failed to ensure consistency.



A bar chart with two vertical bars. The left bar is light blue and contains the text '37%' and 'Before CallRevu'. The right bar is a darker blue and contains the text '56%' and 'After CallRevu & Rising'. The background of the top half of the page is a blurred image of a man and a woman in a professional setting.

After
CallRevu
& Rising

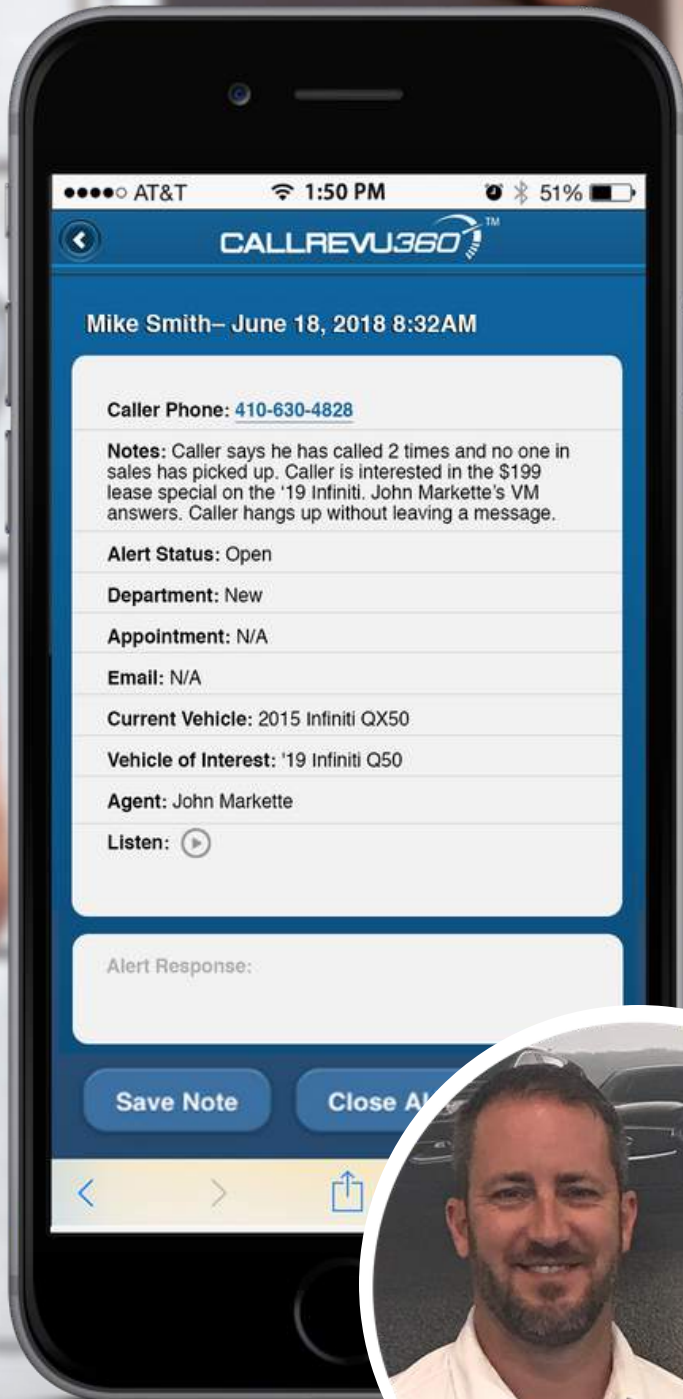
37%

Before
CallRevu

Lack of Consistency = Low Appointment Rates

"Our appointment set rates at our Chantilly store were sitting at 37 percent, and I knew something was wrong with our processes, but I lacked the data to correct it. I came across CallRevu and their alert system drove our interest. These types of alerts were very enticing as they could tell us exactly what went wrong on any call, enabling us to save a deal before it is too late. We could see it would create the consistency our stores lacked. **In fact, within about eight months, our appointment rate increased by almost 20 percent to a much-improved 56 percent and is continuing to rise.**"

ALERTS HELP SAVE DEALS, DRIVE PROFITABILITY



The two dealerships do not believe in phone trees or voicemail, but like to ensure each customer reaches a live person. Today, when a customer calls into the store for sales, every sales phone rings until a salesperson picks up the phone. The call is recorded and once it is completed, a trained CallRevu agent reviews the call.

If the call was mishandled, a real-time missed opportunity alert is sent through the system via text and/or email. Spicer is alerted in 30 minutes on average and utilizes the information to reach out to and save customers before they move onto the competition. The alerts help him ensure that customers are followed up with, no matter what the issue. For example, missed sales/service opportunities, CSI issues, etc.

“These alerts are a huge benefit to our dealership as they ensure we do not miss a single opportunity. If a call goes wrong, I know within about thirty minutes. This has helped us save deals, improve CSI and even helped boost our used car sales at our Tysons’ store by thirty percent.”, said Spicer.



REVIEW ANALYSIS OF CALLS IN JUST MINUTES PER DAY

Another point Spicer particularly likes is the call analysis data the system provides. The highly trained CallRevu agents listen to calls from beginning to end and provide **a summary with 24 relevant data points for easy viewing**. The alerts include all information obtained on the call, including a click-to-call option to call the customer back, customer name and contact information, vehicles discussed, prices, and a summary of the call.

This call data can be easily accessed via text message, email, and online.

"In a few minutes a day I can review the alerts,

address calls that were missed and ensure these customers have been called back. Every opportunity is either converted successfully or reengaged to ensure they were properly served," Spicer stated.

Spicer is also able to review the data by salesperson and see who is doing well, or who needs to improve, in each area of customer contact. For instance, one salesperson may need help with setting appointments on the phone, another may need more training on getting full customer contact information, and another may show great improvement in their appointment set ratio after more training.

TRAINING

— A KEY TO CONSISTENT IMPROVEMENT

Spicer holds weekly training sessions where he reviews the calls and pulls up the data for each salesperson, addresses any weaknesses and validates any improvements.

He also uses CallRevu University, which allows his salespeople to review self-paced videos that average about three minutes each, to help quickly improve their phone skills. The online training also allows the salespeople to test their understanding and retention by answering questions in each module and listen to real call examples.

According to Spicer, the improved phone processes make for happy customers by ensuring they each have a positive experience. "I am now able to address any failure in our processes, effectively coach my salespeople to make real improvements and personally call customers that did not get the level of service they deserve. CallRevu makes it all about the customer. As a result, our employees set appointments more consistently and our sales are continuing to rise."

TAKEAWAYS

— In a nutshell for Sheehy

- 1 By taking advantage of CallRevu, Spicer's stores were able to improve their sales by 30%
- 2 Sheehy Infiniti of Chantilly was able to save customers before it was too late and improve their appointment set rates by almost 20% by utilizing CallRevu's real-time, interactive text and email alerts
- 3 GM Aaron Spicer is able to address calls that were missed and ensure these customers have been called back by taking just a few minutes a day to review their phone data provided by CallRevu
- 4 Spicer utilizes CallRevu data to train his sales team because he is able to see who needs to improve in each area of customer contact
- 5 Spicer is able to send his team to CallRevu's free online university filled with videos and classes, so they can improve their phone skills on their own as well