



CALLREVVU 2024 BENCHMARK REPORT

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FORWARD

From the CEO


As we kick-off 2025, CallRevu is continuing to innovate, introducing new and enhanced communication solutions. We want to push ourselves to the limit of what technology can achieve and our goal is to create deeper customer intimacy,

Our unwavering commitment to innovation drives us to continuously develop and enhance solutions tailored to address the persistent, daily operational challenges faced by the automotive industry. Seeing the results allow us to continue to refine and innovate and empower you to manage all communication facets of your dealership and provide benchmarks for where you are, want to be and need to be.

We are excited to partner with you in achieving new heights of success this year. We encourage you to utilize this benchmark report for your own strategizing and look forward to supporting your continued growth.

– Ben Chodor





INTRODUCTION

As we look forward to the rest of 2025, let's take a beat and reflect on 2024...

The automotive retail space faced some massive challenges throughout 2024.

Unstable market conditions, increasingly savvy and selective buyers, fierce competition, interest rates, and the rapid and widespread use of AI – and that's just the tip of the iceberg. Internal sales and service teams are demanding more access to performance metrics, while Dealership owners are demanding more with less from the fixed and variable ops teams.

As we move into 2025 the need to continually optimizing customer facing processes will continue to play a key role in dealership performance, as it did in 2024. Joining continued process optimization this year will be a deeper overhaul of how dealership agents and employees are onboarded and trained.

Throughout 2024 we saw monumental shifts in average appointment set rate, call duration, customer information obtained and huge up swings in service calls. Seeing this type of shift year-over-year was a head scratcher, but the data is indicative of what's happening in our industry and validates what we heard from dealers throughout 2024:

- ✔ Understanding and having a comprehensive phone system and being able to monitor processes and connections from cradle to grave is table stakes.
- ✔ AI is here to stay, and dealerships leveraging AI-driven insights and automation to streamline their customer and employee experiences are light years ahead of the competition.
- ✔ Training is going to take center stage to make sure that dealerships are meeting the needs of an ever-selective buyer and to recruit and retain top-talent.

In 2024 we analyzed **149 million** calls across fixed and variable ops departments collecting **1.2 billion** points of data for our dealership partners. The data inside this report focuses on the caller journey from ring to hang-up across both fixed and variable ops. The insights and perspectives below have been selected to highlight where automotive retail practitioners can focus efforts to help streamline operations inside their dealership(s). [🔗](#)

Some our Favorite Stats

Remember this first set of stats throughout the report.



**98% Fixed Ops /
96% Variable Ops**
were answered by an agent



**95% Fixed Ops /
92% Variable Ops**
had conversations with the caller
that lasted more than 60 seconds



Tuesdays at **3:00PM**
has taken the crown from
2:00PM as the high point
for service calls

Understanding the Data

Before we get to the fun stuff – the data, let’s set the framework around the data and metrics we’re going to be looking at. Throughout our benchmark report we highlight the most common data the dealerships we work with as measures for success.

Below is an At-A-Glance glossary of terms, giving a brief definition and why dealers should be paying attention it.



Time to Answer:

Definition: The length of time it takes for the call to be answered by the requested. These would include after the customer selected the desired department from the IVR.

Why it matters: The time it takes dealership reps to answer incoming calls is the first step in a customer’s phone journey with your dealership.



Appointed Set Call Length:

Definition: The length of time of a call where an appointment was requested either from the customer or store agent and an appointment was set.

Why it matters: Setting appointments leads to more revenue, dealers need to make sure they’re keeping an eye on this one to identify successful strategies to use for coaching and process improvements.



Appointment Not Set Call Length:

Definition: The length of time of a call where an appointment was requested either from the customer or store agent and an appointment was not set.

Why it matters: Conversely to Appointed Set Call Length, this metric needs to be watch closely to monitor for reps that aren’t setting appointments to adjust processes to improve appointment set rates.



Percentage of Connected Phone Calls:

Definition: The percentage of inbound phone calls where a department was requested, and the customer connected with an agent.

Why it matters: If customers are calling your dealership and not making it to where they need to be, that will negatively impact satisfaction with the experience potentially leading to lost revenue.



Percentage of Off-lined Phone Calls:

Definition: The percentage of inbound phone calls where the agent at the dealership ends the conversation with the customer with a promise to follow up with more information.

Why it matters: Making sure the promises made are promises kept is something that needs to be watched closely. If a customer doesn't receive a follow-up, they are more than likely looking for the answer at a competitor.



Average Time on Hold:

Definition: The length of time customers waited on hold after requesting a particular agent or department.

Why it matters: Like Time to Answer, this metric can make a lasting impression on customers willingness to do business with you.



Percentage of On-hold Hang Ups:

Definition: The percentage of inbound calls where a customer spoke with an agent and, after being placed on hold, decided to hang up the phone.

Why it matters: Watching this metric closely can highlight process gaps in how your reps are making, or not making, a good impression when answering a customer call.



Percentage of Appointments by Department:

Definition: The percentage of appointments set by department.

Why it matters: This metric can help determine where you are having successes or failures during calls with customers.



Peak Times of Status Check Calls:


Definition: The time of day where a service department receives the most inbound calls where customers are asking about a vehicle that is the repair facility.

Why it matters: Making sure that you are staffed appropriately during peak times is essentially to ensuring customers are getting through to who they need, when they need them.



Peak Days of Status Check Call:

Definition: The day of the week where a service department receives the most inbound calls where customers are asking about a vehicle that is the repair facility.

Why it matters: Just like it's little brother Peak Times of Status Check Calls, Peak Days needs to be watched to make sure daily staffing needs are met. 

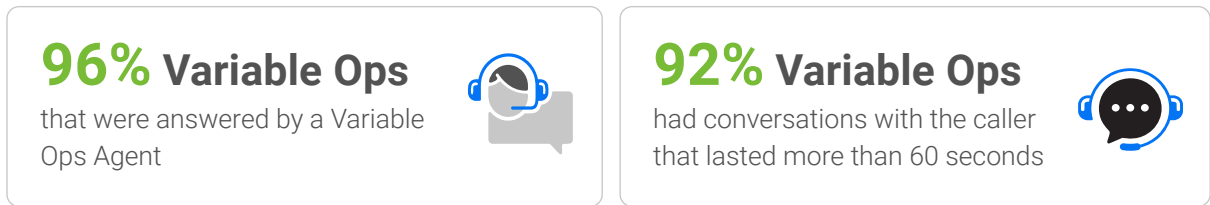
2024 BENCHMARKS & INSIGHTS

VARIABLE OPS:

The phone is the most important tool that we have as an industry, right? At least that's what we've told ourselves, but that isn't the case anymore. Yes, the phone is certainly an important piece of the puzzle, but it's not the **only** piece anymore. Customers have more choice and more information at their fingertips than ever before and we, as an industry, are starting to feel it. Our customers are expecting a better more unified experience; one that bridges that gap from virtual to physical and back again.

Remember in the introduction, how we said to remember "our favorite stats", we're about to get into the *why* behind that.

To refresh your memory (and so you don't have to scroll up):

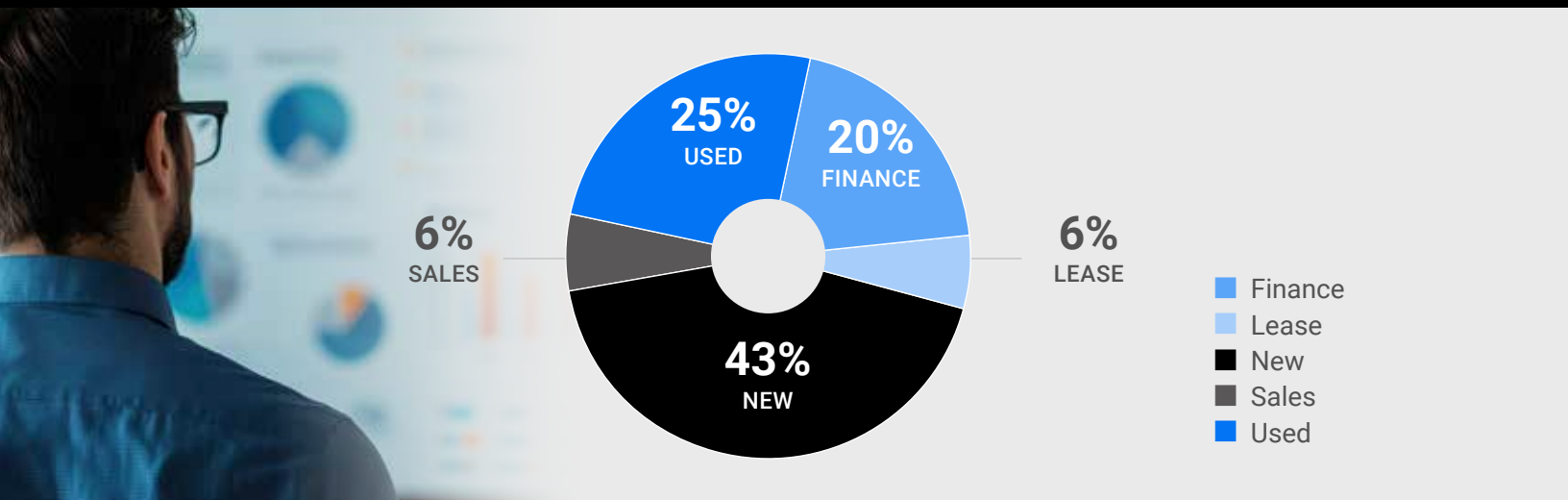


We looked at these two data points over-and-over thinking we had pulled something wrong, maybe a decimal was in the wrong spot – and at one point we even got out an abacus to make sure...

After we saw the math was right and 2+2 was equaling 4, we started what we say next took us by surprise.

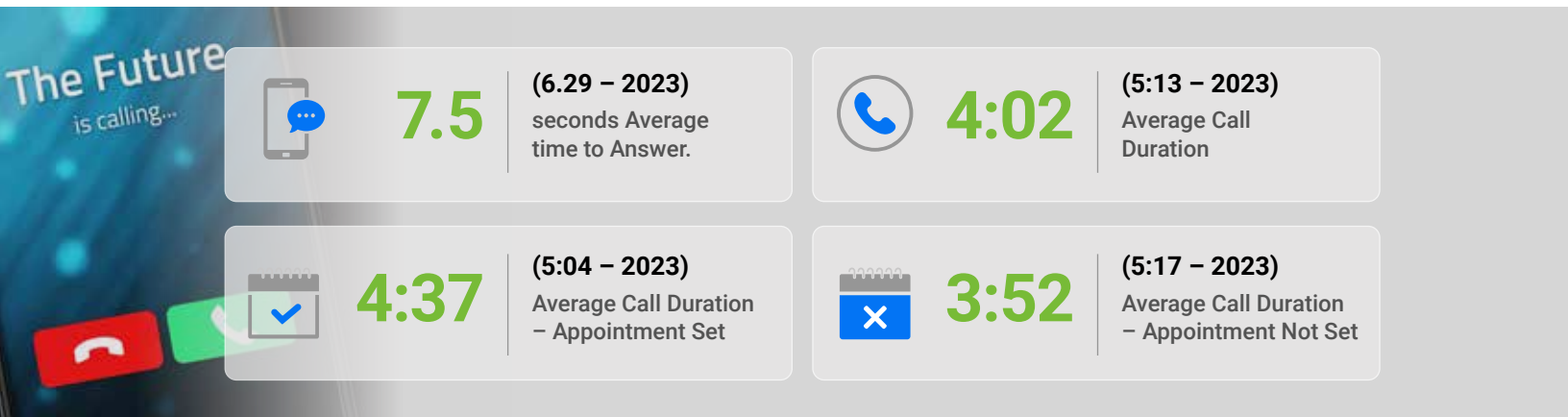
While 96% of the calls coming into the variable ops departments were being answered only 22% were converting to appointments, down from 32% in 2023.

Breakdown of Variable Ops Calls



That's a huge chunk of potential revenue being left on the table with **78%** of the calls connecting not converting to opportunities.

Interestingly, as we further drilled into the data, we found that our average time to answer, call duration, Call During – Appointment set, and Call Duration – Appointment Not Set all went down versus 2023



Looking across those three categories, that's a 1:01 second drop in average conversation duration with a prospective customer. In our industry seconds count, 61seconds over millions of calls is a lot of time missed.

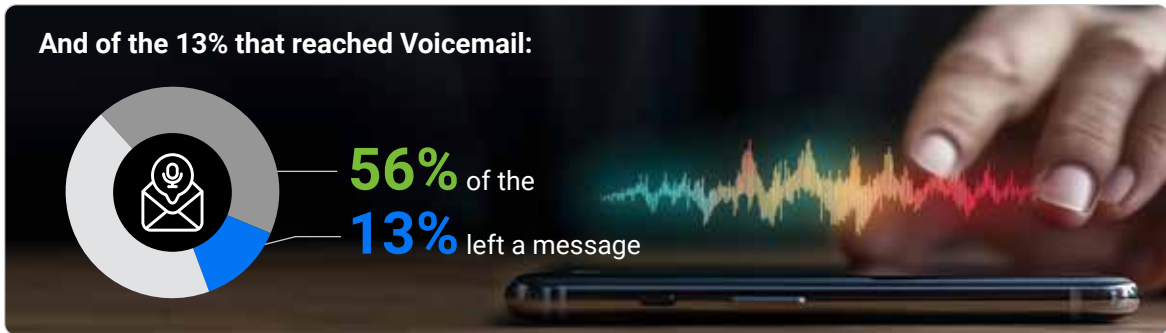
Maximizing the time spent with a customer when get them on the phone is more paramount than ever before, especially now we've lost average of 1 minute with the customer. Making sure that your agents understand your sales playbook and are intimately familiar with your call processes can help maximize every interaction with prospective customers.



Taking a deeper look in the data we started to see some positive trends emerge in the data.

Off-lined Calls (the practice of getting off the phone with a customer “promising” a call back), which was **30%** of all connected calls in 2023, dropped 20 points to **10%** in 2024.

An interesting by product of the 96% connection rate is that only 13% of those calls resulted in a connection to voicemail (*this one kind of blew our minds!*)




This tells us throughout 2024, dealers we work with continued to optimize their processes and agents’ skill sets to avoid this bad practice.

Sales Departments	Average Call Duration	Average call duration with appointment	Average call duration without appointment
New	3:36 minutes	4 minutes 05 seconds	3 minutes 28 seconds
Used	4:38 minutes	4 minutes 40 seconds	4 minutes 37 seconds
Lease	5:47 minutes	5 minutes 41 seconds	5 minutes 49 seconds
Finance	4:23 minutes	5 minutes 40 seconds	4 minutes 10 seconds

As we close out January and look ahead into the rest of 2025, one thing is clear: the Automotive Retail industry is going to continue to transform profoundly. The challenges of 2024 have set the stage for innovation solutions, with data-driven decision-making and AI-powered tools paving the way for a more agile, customer centric variable ops teams.

Dealerships that continue to prioritize both the customer and employee experience throughout their variable ops departments by prioritizing continuous process improvement, leveraging cutting-edge technology, and invest in their teams’ training and development will be able to stay ahead of the new challenges 2025 will bring and the competition.

This mean leveraging single unified communication platforms which will allow them to get a top-down view of everything that’s happening from the time customer decides to call your dealership to the moment your agent(s) end the call. Unified solutions allow all stakeholders to get a look into performance data and give management and individual contributors the ability to optimize process and performance at both the macro and micro levels across the dealership. 

Fixed Operations

If the 2024 data tells us anything, it's that last year from the year of Fixed Ops.

Of the 149 million calls we analyzed this year the Fixed Ops saw a record breaking 82% of those calls, and of the 82% and if you think back to the keys stats we mentioned at the top of this report:

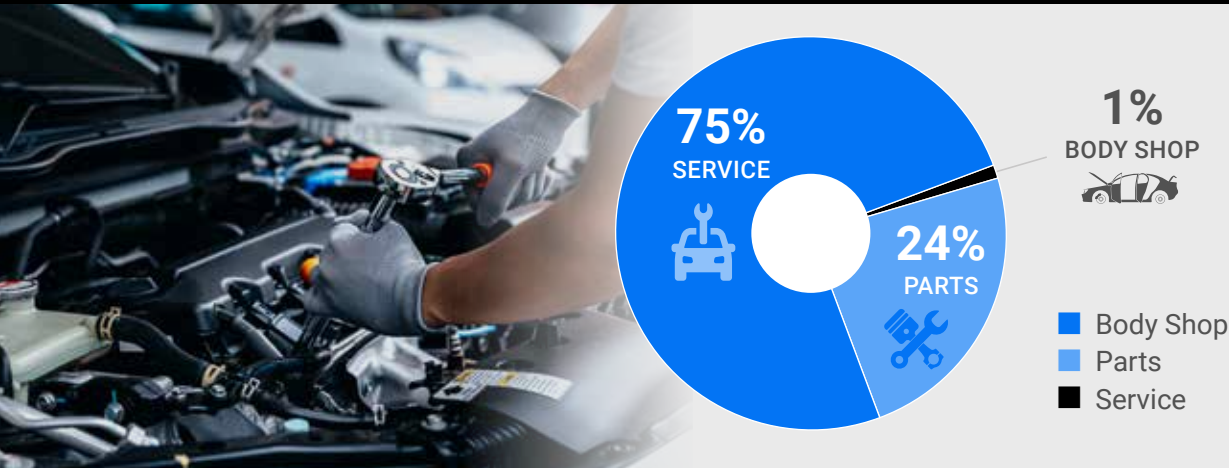
98% Fixed Ops
were answered by an agent



95% Fixed Ops
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Fixed Ops Call Breakdown



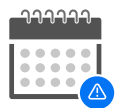
It's safe to draw the conclusion that: **Fixed Ops was on fire in 2024!**

This massive uptick in Fixed Ops dominance can be attributed to several factors with current economic conditions leading the charge – high interest rates causing customers to rethink their car buying strategies and holding onto their current vehicles longer.

Despite the record-breaking amount of call received, Fixed Ops were not immune to the drop-in appointment conversion rate seeing a dip from 87% appointment set rate in 2023 to 31% in 2024. This massive dip in 2024 can be attributed to the same factors we saw in 2023:



Staffing constraints



Scheduling issues



Call overflow




Call routing

Proactively tracking these issues enables dealers to make data-driven decisions swiftly, tackling challenges head-on. They should actively deploy advanced solutions like interactive voice response (IVR) tools or Virtual Business Development Center (vBDC) strategies to enhance customer engagement and operational efficiency.


One strategy that emerged in the back half of 2024, we saw savvy dealerships start leveraging Digital Voice Assistants (DVAS), such as PAM. Leveraging these types of solutions directly contributed to the 95% conversation rate that we see in the data.

DVAS also contributed to sharp drops in the areas we want to see them:

Only 11%
of customers
reached voicemail




6.41 seconds
(7.26 – 2023) Average time
to Answer.




“ In 2024, dealers embraced real AI, discovering it as the solution they’d long sought but found lacking. Experiencing Pam won that trust, evidenced by strong adoption and retention. As we look to 2025, AI will take on more dealership tasks, akin to human staff. Dealers should budget for AI roles, promising enhanced customer experiences, higher satisfaction, increased sales, and service bookings.”

– Samee Khan, Founder, CEO – PAM

103,576
Number of Calls




Hours Saved
3,147



\$3,293,089
Pam Estimated Value

Return On Investment
13.7x



\$8,114,720
Estimated Revenue
from PAM Appointments




23,556
Total Appointments



\$47,201
Labour Cost Saved






\$3,245,888
Estimated Revenue
Attributable to PAM



Year-over-year Fixed Ops saw the average call durations remain flat compared to their Variable Ops counterparts. This data point is interesting when comparing it to the increased volume of calls seen year-over-year in the Fixed Ops departments because we would have expected to see the call duration go down in response to the call volume increasing. Seeing the call duration remain flat indicates many dealers we work with are focusing on quality of conversation with their customers versus getting people in-and-out of the door.

With the way the call volume in into Service departments grew year of

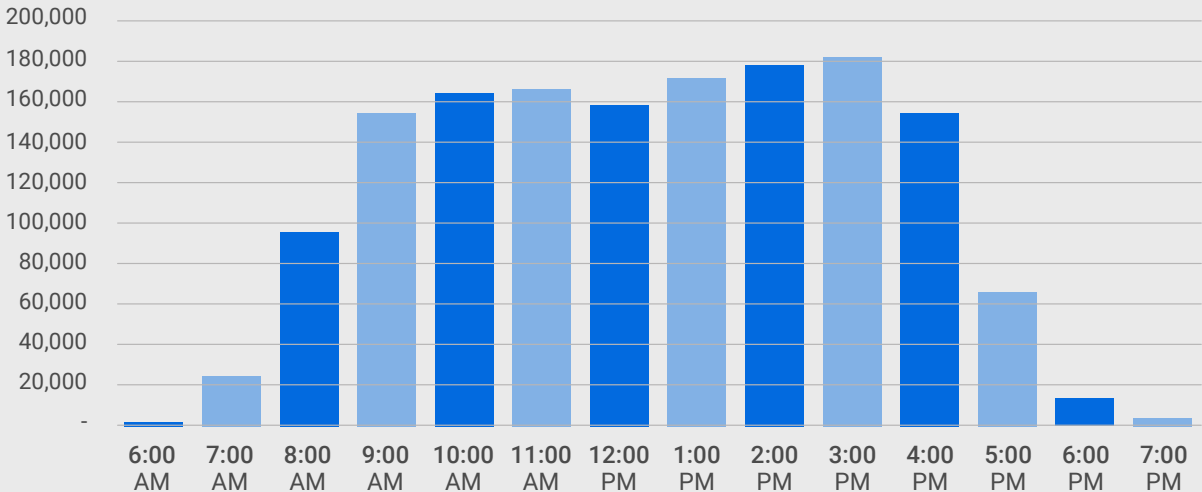


 3:48 (3:57 – 2023) Average Call Duration	 4:06 (4:04 – 2023) Average Call Duration – Appointment Set	 3:40 (3:54 – 2023) Average Call Duration – Appointment Not Set
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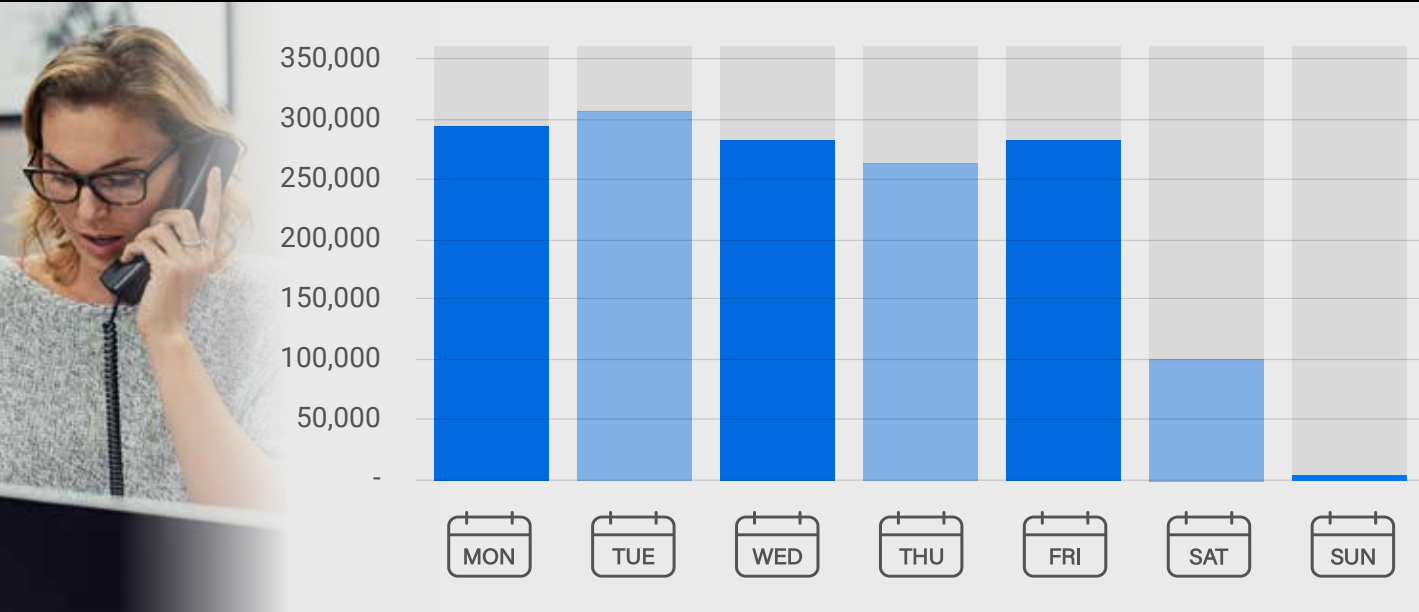
Fixed Ops Departments	Average Call Duration	Average call duration with appointment	Average call duration without appointment
Service	3:46 minutes	4 minutes 07 seconds	3 minutes 33 seconds
Parts	4:00 minutes	4 minutes 04 seconds	3 minutes 39 seconds
Body Shop	3:03 minutes	3 minutes 25 seconds	2 minutes 59 seconds

Despite the addition of Next-Gen Ai-driven solutions such as PAM, Fixed Ops departments still face the added pressure of making sure they are staffed appropriately during peak times.

SERVICE CALL DISTROBUTION

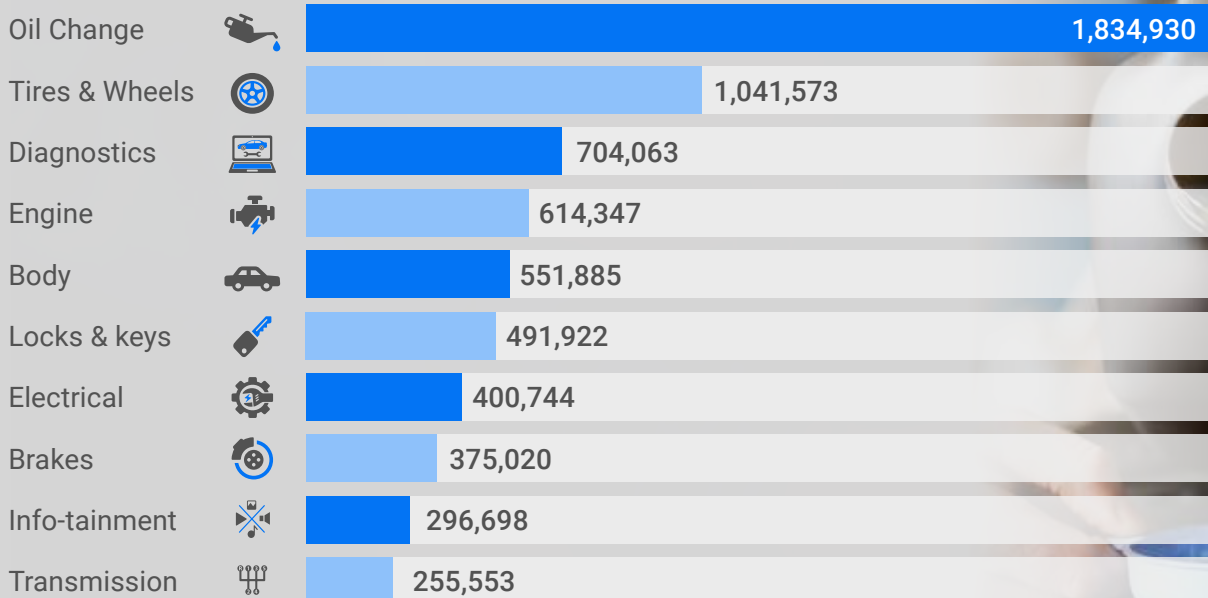



CALLS BY DAY



Unsurprisingly the top 10 services requested remained largely unchanged from 2023 – 2024.

TOP 10 SERVICES REQUESTED 2023




As with the variable ops departments, the data does not suggest that longer conversations are a determining factor to securing an appointment. Dealers should continue to emphasize engaging in quality conversations and providing customers answers to the questions on the initial inbound call. Dealers should ensure phone handlers are prepared to tackle questions around specials, recalls, and other related topics. 

Conclusion



As we bring the first quarter of 2024 to a close, the automotive retail landscape, is poised for significant shifts. Through this report, we capture the pulse of dealerships today, shedding light on their current experiences and sentiments, which serve as vital preparation for the imminent challenges on the horizon.

Amidst evolving market dynamics, proactive measures are essential for dealerships to navigate the changing terrain effectively. By closely monitoring call activity and benchmarking against the insights in this report, dealerships can gauge their performance, identify areas for improvement, and adapt strategies accordingly. This ongoing evaluation not only facilitates progress tracking but also fosters sustainable success in an increasingly competitive marketplace.

In essence, this report serves as a compass, guiding dealerships towards informed decision-making and strategic actions that will position them for resilience and prosperity amidst the evolving automotive landscape. By leveraging the lessons learned from customer conversations and embracing proactive monitoring practices, dealerships can confidently confront the challenges ahead and emerge stronger in the face of change. 



ABOUT CALLREUVU

CallRevu is the industry leader in automotive communication intelligence. Born in a dealership in 2008, CallRevu understands the unique challenges facing the automotive industry.

Our mission is to drive success for our partners by elevating intelligence at every touch point, transforming every interaction - calls, texts and everything in between, into comprehensive analytics and actionable insights. Our innovative, real-time AI-powered interaction monitoring, analytical assessment, and strategic optimization are tailored to empower our partners to make informed decisions, accelerating revenue growth and cultivating customer loyalty.

Our enterprise solution empowers the automotive industry, providing actionable insights and vision into sales, service and brand management.

To learn more visit: <https://www.callrevu.com/>



Schedule a demo today
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