

2025 MID-YEAR BENCHMARK REPORT

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and Where They're Falling Short***

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2025 Mid-Year Benchmark Report

How Dealerships Are Performing – and Where They’re Falling Short

As we cross the midpoint of 2025 (that’s wild to think we’re already here), we want to take a moment and check-in on how the dealerships we work with are performing against last year’s [benchmarks](#), and what the data is telling us.

149 million + phone calls

That’s how many calls we analyzed in 2024, uncovering significant changes in how dealerships answered, engaged and converted opportunities. The data shocked us at times (looking at you, appointment set rates), but ultimately it helped shine a light on the real performance levers dealers can pull on to make a difference.

What’s the topline?

Dealerships are handling more calls, booking more appointments – but struggling to engage customers consistently.

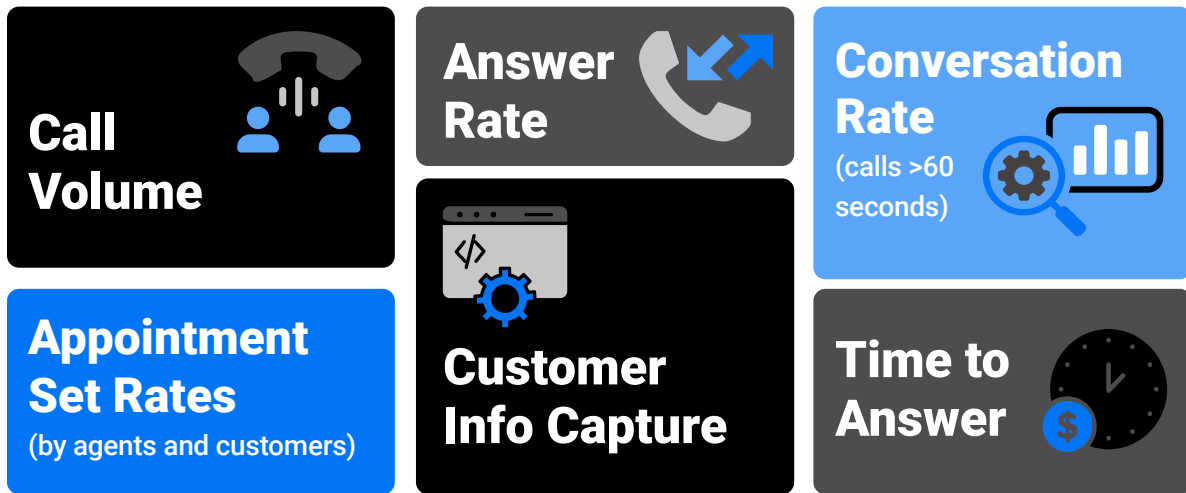
Now, midway through 2025, we’ve analyzed over **38 million dealership calls**– and that’s just across Fixed and Variable Ops. The picture is coming into focus: while some performance trends have remained consistent, others are shifting—revealing both progress and new areas to watch. The rest of the year will depend on how well teams adapt to what the data is telling us.

Let’s dive in.

Understanding the Data

The report compares the first half of 2025 with 2024’s first-half performance, sourced from CallRevu’s real-world call data from the 6,000+ dealers using our platform to track and analyze **over 1.2 billion data points** across sales and service departments throughout the U.S.

Below are some of the key metrics we'll be focusing on for our mid-year check-in:



Time to Answer:

Definition: The length of time it takes for the call to be answered by the requested department. 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 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 its little brother Peak Times of Status Check Calls, Peak Days needs to be watched to make sure daily staffing needs are met.

Variable Operations

Appointments are still slipping.

In 2024 only 22% of Variable Ops calls converted to appointments – a steep drop from 32% in 2023.

The good news—we're starting to see some rebounding in the first half of 2025! This indicates that even with the economic uncertainties, buyers are showing confidence and looking to make purchases and now is the time to make sure your agents are ready.

Let's start with the good news, for the first time in two years both Agent Appointment Set Rate and Customer Appointment Set Rate went up!



26%

Agent Appointment Set Rate
(22% 2024)

17%

Customer Appointment Set Rate
(15% 2024)

This is amazing and the data is telling us **three key things**:



Agents are sharp at the moment of intent

Sales reps, and BDC agents are more consistently **asking for the appointment** when there is a buying signal – price, inventory, trade-in discussions. This is driven by better coaching and consistent training.



More calls are hitting their target

Call routing and processes are being optimized and streamlined to eliminate friction, getting customers to the right person the first time opening more opportunities on calls to set the appointment.



Better insights are leading to repeatable wins

Dealers are starting to leverage their analytics tools to create **insight-driven** processes that are identifying the trends and creating predictable appointment wins.

On the flip side–

While appointment set rate conversions are up, we're starting to see a dip in average call durations across the board.



5.4

seconds
Average Time to Answer
(2024 - 6.5sec)



4:21

Average Call Duration
Appointment Set
(2024 - 4:34)



3:49

minutes
Average Call Duration
(2024 - 4:07)



3:43

Average Call Duration
Appointment Not Set
(2024 - 4:00)



One big factor that could lead to this is the **rise in call volume year-over-year**

Now, in some cases lower call durations suggest greater efficiencies; more often, they signal missed opportunities. Shorter calls leave less room to build rapport, uncover intent, and overcome objections – especially in complex, high-consideration categories like vehicle sales or service diagnostics.

Additionally, there was a slight dip in answer rate from 96% (2024) to 94% and conversation rate 92% (2024) to 90% (2025), but too much business is a problem that we are all comfortable with.

There are three likely drivers behind this trend, each with its own impact:



The first half of 2024 saw

2024
4.72M
CALLS

2025
↑ 5.6M
2025 SAW CALL
VOLUME SHOOT UP



Rushed handling often stems from overwhelmed staff or performance metrics that reward speed over quality. These behaviors leave customers feeling transactional instead of heard – leading to reps and agents missing buying signals and lower CSI scores.



Undertrained agents may struggle with confidence and control. They skip discovery, fail to redirect the conversation, or miss key opportunities to ask for the appointment. Without regular role-play and coaching, these skills atrophy over time, and performance plateaus.



Impatient buyers, shaped by digital habits and instant gratification, have less tolerance for disorganized or drawn-out calls. If an agent doesn't quickly establish credibility or clearly guide the next step, customers disengage.



While these dips are small, it’s something dealers will want to pay attention to in the back-half of 2025. **Reversing this trend requires rethinking how calls are handled, not just how quickly they’re answered.** Dealerships must equip agents with the tools to control the call, not just participate in it. Structured talk tracks, real-time coaching with tools like CallCoach, and proactive on-demand targeted training via tools like TestTrack help turn short-calls into smart calls.

Equally important is identifying where and why customers are exiting the conversations and can help pinpoint systemic issues in process or personnel – before they become revenue losses.

Sales Departments	Avg Call Duration	Avg Call Duration w/ appt	Avg Call Duration w/out appt
New	3:45	4:01	3:42
Used	4:37	4:40	4:35
Lease	5:14	4:48	5:19
Finance	3:47	4:40	3:44

Key Takeaways – Variable ops:

Answer Rate Holds Strong:

94% of calls are answered – a testament to effective routing and phone coverage. Suggesting the dealers we work with understand that the phone isn’t something to take for granted, even in 2025.

Poor First-Minute Execution:

Despite appointment growth, dealers are still leaving missing 74% of the potential opportunities. This tells us, agents still struggle to establish control early. Weak openers, lack of urgency, or failing to ask for the appointment in the first 60 seconds results in lost momentum.

Underqualified Call Handlers:

Calls are frequently answered by undertrained receptionists or junior staff without inventory access or authority to book appointments—leading to call transfers, abandoned intents, or long hold times.

Recommendations

Sales teams are starting to covert 2025 – but are still missing opportunities. With answer rates slipping and talk time down, it's clear dealership agents need stronger call structures, faster rapport-building, and sharper follow-through.

To improve performance for the second half of 2025, variable ops teams need to make sure they are maximizing every second on a call with potential customers.

That starts with:

✓ Train to Win: Build Confidence and Clarity

Use TestTrack to reintroduce objection-handling, early appointment setting, and value framing – especially in high-consideration sales.

✓ Deploy Real-Time Feedback

Coach agents within 24 hours of key calls to tighten scripts, personalize outreach and cut filler talk. Tools like CallCoach enable immediate feedback on opportunity calls to help fill the gap until in-person training can happen.

✓ Leverage SalesVision for Missed Opportunity Alerts

Identify where opportunities are being lost and drill into the process and agent-level gaps.

✓ Rebuild Buyer Trust

Shorter conversations suggest that buyers aren't hearing what they need. Prioritize tone, empathy, and trust signals on every call – not just the ones where your agents feel there's a sure thing.

Variable Ops team are answering the phone – but conversations are getting shorter and customer choice is growing.



Dealerships that treat phone calls like digital leads –

with real tracking, timely coaching, and strategic messaging – will win; while the rest continue to let the

74% of sales opportunities slip through the cracks.



Fixed Operations:

Fixed Ops is once again carrying the lion's share of the call volume (80%), which is up over a million calls from 2024.

96% of Fixed Ops

Calls were answered by an agent and

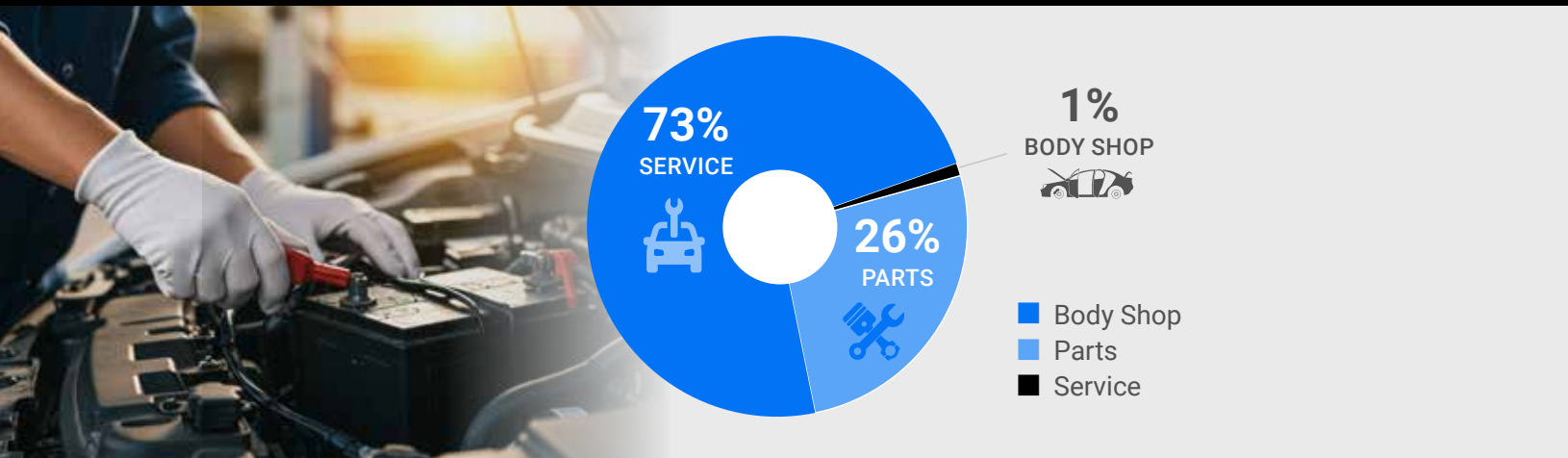


95% of Fixed Ops

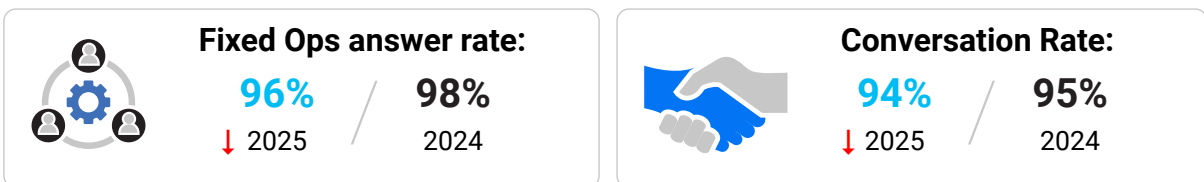
Calls lasted longer than 60 seconds



Fixed Ops Call Breakdown



While answer and conversation rates remain top tier (96% and 94% respectively), just like with Variable Ops, we saw slips in answer rate and conversation rate:



Call durations being flat despite the high volume – a sign that many dealerships are focused on maintaining quality. But the slight dip in answer rate / conversation rate is something that we'll want to watch closely. Even minor drops in both these categories can result in thousands of missed or unconverted calls due to hold time, transfer, or voicemail routing.

For Example:

- A customer calls to check open recall availability, and the agent provides the requested information, promises a follow-up, and then never delivers.
- A driver mentions brake noise while booking a routine maintenance but they simply schedule the maintenance appointment without offering additional services to diagnose the break issue.

Fixed Ops Key Takeaways



Answer Rate Sets the Standard:

96%

of Fixed Ops calls are answered – industry-leading consistency.



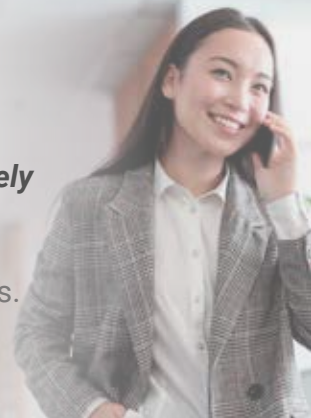
Conversation Rate Remains High:

94%

of calls are real engagements.



Watch your answer and conversation rates closely as these can lead to missed revenue generating opportunities.



Recommendations

Fixed Ops has proven it can handle the volume, even under the pressure by leveraging smart solutions like AI-Attendants and BDC software. With that said, good engagement doesn't mean much if the call ends without a booked appointment.

Redefine success beyond responsiveness

- Answer and conversation rates remain strong—but the next evolution is improving conversion intent on high-value calls.

Shift training from reactive to proactive

- Empower advisors to confidently ask for the appointment, even during uncertain or diagnostic calls.
- Use TestTrack to simulate:
 - Handling vague or open-ended requests
 - Upselling during oil change and tire rotation discussions
 - Navigating “need to think about it” objections with outcome-oriented scripting

Deploy AI-Attendants to protect advisor bandwidth

- Offload low-value inquiries (e.g., hours, location, status checks) to AI to ensure human reps are focused on calls that require empathy, persuasion, and follow-through.

Maintain a consistent service experience—regardless of who answers


- Whether it's an advisor or an auto-attendant, every call should drive toward a decision, resolution, or appointment.

Fixed Ops teams are doing nearly everything right – answering quickly, engaging consistently, and maintaining solid call quality. But the industry isn't judged on engagement alone. Conversations matter. Even with an appointment set rate of 33%, Fixed Ops teams are leaving 77% on the table. Make sure your teams are capitalizing on the conversations that matter.

Benchmark Snapshot

Metric	2024 (Jan–June)	2025 (Jan–June)	Change
Fixed Ops Call Volume	21.01M	22.19M	↑ 5.6%
Variable Ops Call Volume	4.72M	5.60M	↑ 18.6%
Fixed Ops Answer Rate	98%	96%	↓ 2 pts
Variable Ops Answer Rate	96%	94%	↓ 2 pts
Fixed Ops Conversation Rate	95%	94%	↓ 1 pt
Variable Ops Conversation Rate	92%	90%	↓ 2 pts
Agent Appt Set Rate (Fixed)	31%	33%	↑ 2 pts
Customer Appt Set Rate (Fixed)	20%	24%	↑ 4 pts
Agent Appt Set Rate (Variable)	22%	26%	↑ 4 pts
Customer Appt Set Rate (Variable)	15%	17%	↑ 2 pts

The phone isn't going away, in fact it's even more critical to the success of your dealership. Having the right people needs to be paired with the right platform. With conversions still straining to play catchup, every conversation, every touchpoint is table stakes. As buyers are continuing to be increasingly selective, conversations are getting shorter, making appointment intent and closing the loop a necessity.

Having the data and the right platform is one thing— knowing how to smartly, seamlessly leverage it across your dealership is the game changer. It all comes down to the customer experience—how quickly you connect, how confidently your team communicates, and how effectively you follow through. At the midpoint of the year, the dealers outperforming their peers are those who treat every call not just as a lead, but as a moment to win or lose trust. In today's climate, your phone strategy is your competitive strategy. 

ABOUT CALLREVU

CallRevu is the leading communication intelligence platform built for automotive retail—empowering dealerships to take control of every conversation, from the first ring to the final result.

Our unified solution combines a hosted phone system, call monitoring, performance training, and reputation management—fueled by AI-powered analytics that turn every customer interaction into actionable intelligence.

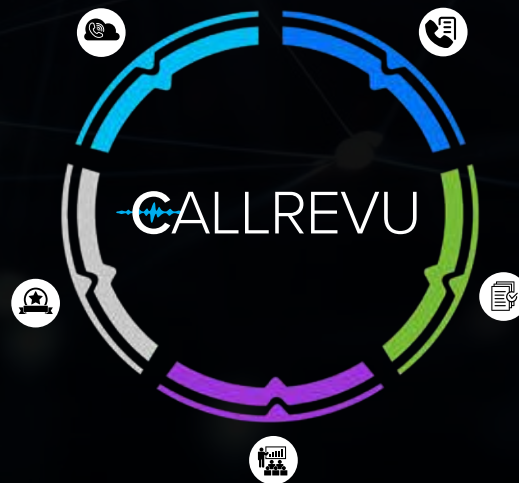
Founded in a dealership in 2008, CallRevu was created by the industry, for the industry. We deliver the tools dealerships need to drive revenue, improve operations, and deliver exceptional customer experiences.

OUR MISSION

To fuel dealership growth through communication intelligence—transforming every call into data, every insight into action, and every action into a better customer experience. Anchored by a purpose-driven, hosted phone system, our platform empowers dealerships with real-time analytics, performance tools, and training—because we're obsessed with helping our partners serve customers smarter, faster, and better.

Elevated Intelligence™. Unified Solutions.

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



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