

The Automotive Google Call Study

THE STUDY

Who: 855 dealerships nationwide

When: January 1, 2021 - May 1, 2021

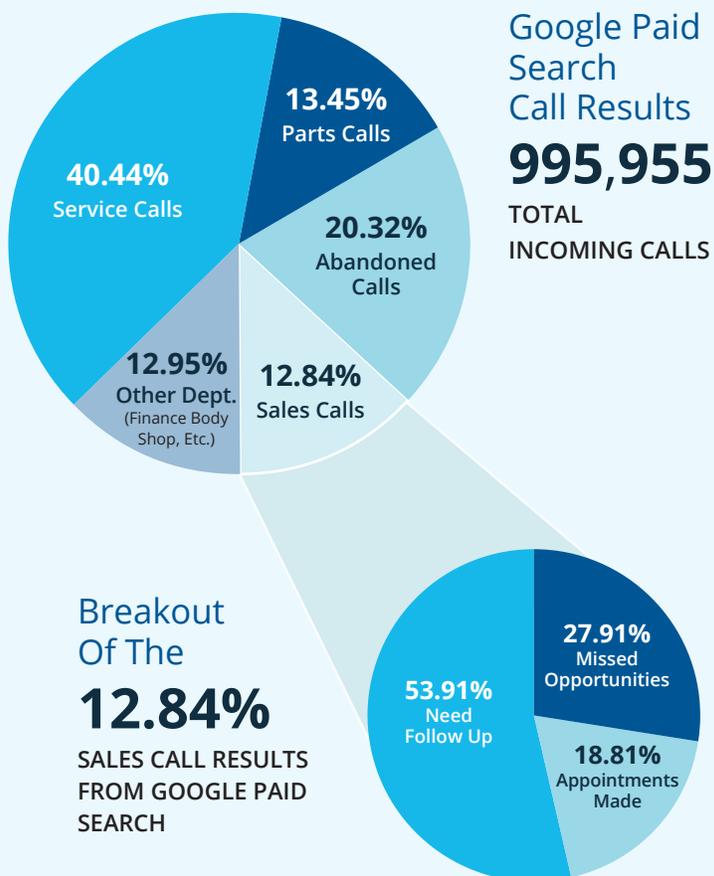
What: An analysis of all incoming calls to dealers identifying opportunities and gaps

THE METHOD

Data was collected from Google paid campaign call activity. Outcomes were determined by our algorithm which is comprised of machine transcription, natural language processing, signal processing, and machine learning.

No humans were involved in the processing of this data.

THE RESULTS



Opportunities for Improvement Service

40.44% of the calls coming in are for the Service Department.

The right questions to ask.

- How many service calls coming in resulted in setting appointments?
- How many service calls were abandoned?
- Are you monitoring your inbound calls in real time to understand what callers really need?

Sales

12.84% of calls coming in are for the Sales team.

The right questions to ask:

- Since only 12.84% of calls are for the Sales department, can you identify the source of those calls to determine if your marketing is working?
- Do you need to offer online capabilities to assist car shoppers with their Service needs?

Of the 12.84% of calls going to sales, 53.91% require follow up and 27.91% are "Missed Opportunities."

The right questions to ask:

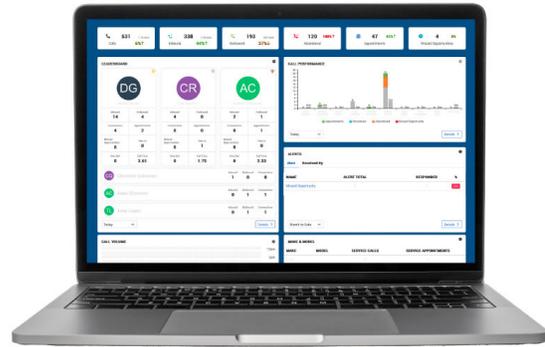
- Is your team returning the calls that need follow up?
- How are you adjusting processes to reduce missed opportunities?
- Do you know the results of the calls, by department and sales person?
- Are you able to monitor the calls in real time to assist your reps' ability to close more deals?

Only 2% of ALL inbound calls resulted in setting firm sales appointments.

The right questions to ask:

- Is your marketing call strategy effectively driving calls and appointments?
- Do you know the source of each call to identify which marketing platforms are most effective at driving calls that result in appointments and sales?

Call Monitoring Intelligence to Grow your Business



Real-Time Intelligence

- Do you have real-time alerts that alert you to problems that your Sales or Service Reps are having with customers on the phone?
- Can you join a call in progress to help a Sales or Service Rep handle a customer?
- Can you identify which calls are returned and managed?

Inventory Management Intelligence

- Can you quantify the makes/models that are the most requested vehicle from your callers?
- Can you track the seasonality in interest between CPO, New, or Used?

Competitive Intelligence

- Who are the most common competitors you hear about on your calls?
- What are the most common NEW model comparisons that your callers are interested in?

Brand Intelligence

- Is your company brand and culture being represented on every call?

Marketing Intelligence

- What is the source of the highest value leads and calls?
- What is the cost per call and cost per lead by marketing platform?
- How many missed opportunities are you seeing from lost leads?
- Are the callers needing follow up assistance actually being helped?
- Is your staff properly trained to handle calls?



Work with the industry leading experts in customer experience and call tracking to set up your customized reporting, real-time alerts, and system today. Regardless of your phone system, TotalCX can deliver the intelligence you need to grow your dealership.

TOTALCX makes Total Sense.