

Case Study

Automotive



Mercedes-Benz
of Plano



Customer

Mercedes-Benz of Plano is a family owned and operated dealership located in the Dallas-Fort Worth metroplex.

Challenge

Uncover why their email response rate was at a low 23-24 percent and improve lead engagement.

Conversica Solution

Conversica's AI Automated Sales Assistant with Unlimited Bandwidth.

Conversica Virtual Persona

Tiffany

Conversica Assists

- 56% increase in email open and response rate
- 4-7% increase in close ratios
- 4-5% increase in showroom visits

Mercedes-Benz of Plano Sees Lead Engagement Skyrocket by 56 Percent with Conversica®

As a family owned and operated dealership, Mercedes-Benz of Plano prides itself on one key facet: customer service.

"We stand out by taking care of every customer that comes into our dealership," says Joseph Davis, Internet Director at Mercedes-Benz of Plano. "We go out of our way to make sure that our customers are taken care of; that they receive first class service all the way through."

Dealer Principal of Mercedes-Benz of Plano, Fin Ewing III, maintains his family's storied history at the helm of the company that his great grandfather founded in 1940. That original Buick-GMC dealership remains one of the oldest in the Dallas-Forth Worth metroplex. Ewing Automotive has grown to encompass franchises in Maybach, GMC Truck, and Mercedes-Benz.

Maintaining this exceptional level of personalized, dedicated customer service that was passed on for over six decades became more of a challenge as the company grew. A new state-of-the-art rooftop piled on to that increasing stable of clients, and even with 40 sales associates, 18 service advisors and 60 service technicians, finding the bandwidth to maintain one-on-one communication became difficult.

Meet Tiffany

That was, until Tiffany joined their team. Tiffany's expert ability to engage with their steady flow of incoming leads, gauge the level of each client's interest, and provide relevant information before passing them on to a member of the sales staff for further assistance, was a godsend.

"I can actually see a difference in the way we are doing business after utilizing Conversica."

Joseph Davis
Internet Director at Mercedes-Benz of Plano



"When I went back and checked our open rate through the CRM for the emails we were sending, I saw our open and response rate was hovering in the low 20s; some 23, 24 percent," Davis says. "With Tiffany, the open rate and the response rate went up to over 80 percent."

How was Tiffany able to engage with so many clients so efficiently? "Tiffany" is the name Mercedes-Benz of Plano gave their Conversica® Automated Sales Assistant. By reaching out to every lead they received and communicating with them like a human being, Conversica's AI was able to establish a personal connection with each lead and improve the sales staff's likelihood of closing a sale.

Patching the Communication Holes

"When Tiffany engaged with clients, the response rate was awesome. But a lot of the responses she was getting were saying that it had been five days and no one had sent a client the information they requested – even though they had."

Armed with this new data, they were able to research why their response rates were so low and clients weren't receiving emails from the staff. They discovered that language in their emails was flagging spam filters. "In the past we'd tried rewriting all of our emails to remove everything that would qualify as spam, and we did see a bump in doing that but still nowhere near the level we saw with Conversica."

Setting a New Path

Engagement wasn't the team's only challenge. "A lot of our challenges came from our process. We didn't realize that we had such a problem with our emails not reaching our clients, which made our close ratio average and our engagement extremely low," Davis explains.

Their original process entailed the sales staff contacting new leads three times per day for five days – twice via the phone and once via email. Their already poor engagement rate, coupled with the reluctance of clients who are conducting initial research to talk on the phone, made it even harder to connect with potential clients.

Initially, they instituted Tiffany as a sort of assistant. They used her in the background simply to follow up with clients and gauge interest without paying close attention to the lead sector that needed the most attention – leads at risk (i.e. leads that had shown interest but were falling through the cracks).

But Tiffany focused their attention on these leads. "I started getting a bunch of leads at risk emails from Tiffany saying, 'The client said yes and we engaged with them, however their questions weren't addressed.'" Davis says. "We had our set five emails that we would send out and they were pretty cookie cutter emails. If our client was asking specific questions, a good portion of the time, we didn't answer those questions."

Because Conversica's AI really engages with the leads at risk, Mercedes-Benz of Plano was empowered to readjust how they do business.

"I changed our policy. Now when we get a lead in, our very first email will provide our best pricing because we learned they always want pricing," says Davis. "And then every couple of days, the team will sit down and we go over all the leads that came in, what questions were asked, and whether or not they answered them."

Closing Kings

Implementing Conversica led to a dramatic increase in overall sales engagement and sales close rates. Engagement rates shot up from 25 percent on a good month, to 80 percent. Close ratios increased from the 15-to-17 percent range to 19-to-24 percent, and showroom visits and client bookings saw a 4-to-5 percent increase. All in just a year with Conversica.

Davis notes that the sales team was initially against implementing the change and spoke out against it, but they quickly saw the shift from reaching out to clients who wouldn't respond to their emails, to Conversica initiating a communication that made it much easier for them to go in and follow up.

Are they converted now?

"Oh yes, they are converted," Davis says. He adds, "I can actually see a difference in the way we are doing business after utilizing Conversica."

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of lead management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 12,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit www.conversica.com and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [@myconversica](#) on [Twitter](#).