

■ 15-MONTH CASE STUDY

Volume Up 55%.
Closing Rate Up 25%.
Here's How.

How a top-performing Honda dealership leveraged CarBot's BDC Pros to transform phone operations and drive record sales growth.

+55%	+25%	99%	<\$20
Volume Increase	Closing Rate Improvement	Calls Answered <30s	Per Hour, All-In

DEALER PROFILE

Brand	Honda
Market	Major Northeast Metro
Dealer Group	Private (Dozens of Stores)
Market Position	Top Performer in Group

Partnership	15+ Months
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Executive Summary

This Honda dealership was already winning. They consistently had the strongest net in their organization—a privately held dealer group with dozens of stores.

But their efficient sales team faced a fundamental challenge: they couldn't *both* crush phones/internet leads *and* sell cars with maximum effectiveness. They needed to take things to the next level.

Over 15 months of partnership with CarBot's BDC Pros, this dealership achieved:

- **+55% increase in total units sold** (116 → 180)
- **+25% improvement in closing rate** (18.4% → 23.0%)
- **+31% improvement in appointment-show closing** (42.5% → 55.6%)
- **99% of calls answered within 30 seconds**
- **Operations cost under \$20/hour**, all-in, 100% US-based
- **Outperformed market** while public groups were down 28%

"If you want your dealership to outperform your market, why are you doing the same thing over and over again?"

The Challenge

This high-volume Honda dealer had rock-star managers and a proven track record. They consistently outperformed every other store in their dealer group. But they hit a ceiling.

Their sales team couldn't simultaneously handle phone and internet leads at full capacity while also working deals on the floor. Something had to give—and it was usually lead response quality.

Key Pain Points:

- Phones weren't being answered consistently or quickly
- Internet leads weren't being followed up with maximum effectiveness
- No systematic measurement of call quality or outcomes
- Sales team stretched too thin between prospecting and closing

"They needed a process that bites, not just barks."

The Solution: 4-Step Transformation

Step 1: Refine the Internet Process

Put more opportunities in front of rock-star managers who know how to close. Implemented appropriate CRM workflow, sub-5-minute response times, and daily make-a-deal meetings to ensure every lead got worked properly.

Step 2: Fix the Phones

A comprehensive phone operations overhaul:

- Audited 100% of external, publicly facing numbers
- Developed a usable IVR system
- Confirmed all ring group routings
- Achieved 99% of calls answered within 30 seconds
- 100% US-based staff—no offshore outsourcing

Step 3: Measure Everything

Built a comprehensive measurement and alert system:

- Transcribe and summarize every call
- Alert appropriate departments automatically
- Trigger instant manager callback for any sales call not 90%+ with appointment for TODAY or TOMORROW
- Customized solution answering the specific questions this dealership needed answers to

Step 4: Profit

All operations executed for **less than \$20/hour**, with 100% US-based, on-shore, dedicated personnel. No middleman margins. No offshore exposure. No loss of effectiveness to vendor profit margins.

The Results: Year-Over-Year Comparison

Comparing April 2023 (before partnership) to April 2024 (15 months into partnership):

Metric	April 2023	April 2024	Change
Total Leads	632	783	+24%
Total Sold / F&I	116	180	+55%
Sold Closing %	18.4%	23.0%	+25%
Appt Show Closing %	42.5%	55.6%	+31%
Write-Ups	207	251	+21%

Channel-by-Channel Breakdown

Walk-In / Lot Ups

Metric	Apr 2023	Apr 2024	Change
Total Leads	154	224	+45%
Appt Show %	68.6%	67.3%	-1.3 pts
Total Sold	48	100	+108%

Phone Ups

Metric	Apr 2023	Apr 2024	Change
Total Leads	128	185	+45%
Appt Sold %	29.2%	38.8%	+9.6 pts
Total Sold	39	51	+31%

Internet Leads (Tier 1)

Metric	Apr 2023	Apr 2024	Change
Total Leads	339	369	+9%
Appt Show Closing %	30.2%	53.3%	+23.1 pts
Total Sold	22	25	+14%

Market Context: Outperforming Headwinds

The business is changing. Public dealer groups were **down 28% in Q1 2024**. Anything better than that is outperforming the market.

This Honda dealer wasn't just beating the market—they were *crushing* it. **55% volume increase** while competitors struggled.

The difference? They stopped doing the same thing over and over and expecting different results. They invested in process, technology, and partnership—not just headcount.

"If you have offshore/outsourced/overseas 'employees' on your phones, the middleman is taking all the efficiency out of it. You're exposing yourself in places you don't need exposure and losing effectiveness to that vendor's profit margins."

Key Takeaways

- 1. **Fix the phones first.** You can't sell cars if you're not answering calls. 99% answered within 30 seconds is the standard.
- 2. **US-based is cheaper than you think.** Operations under \$20/hour, all-in, with no offshore exposure or middleman margins.
- 3. **Measure what matters.** Transcribe every call. Alert on every opportunity. Trigger instant callbacks for hot leads.
- 4. **Free your closers to close.** When your sales team isn't stretched thin on phones and follow-up, they can focus on what they do best.
- 5. **Partnership beats vendor relationships.** How many of your vendors do you hear from 10x+ per day?

Final Results Summary

Metric	Before	After	Change
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Ready to Outperform Your Market?

Learn how to solve your most pressing problems for less than the cost of a single FTE.

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Running these operations is not rocket science ■■, but it does take a focused energy.

CarBot built technology out of need. We pass that efficiency on to our dealer partners.