

CASE STUDY

From 59-Minute Response Times to Industry-Leading Speed

How a high-volume Hyundai dealer in a Top 5 Metro DMA transformed their BDC operations with CarBot's BDC Pros

87.1%

Lead-to-Sold
Match Rate

4 min

Avg Response
Time

99K+

Outbound
Calls

DEALER PROFILE

Hyundai

OEM Brand

Top 5 Metro

DMA Location

~130/mo

Avg Units Sold

High

Competition

Published: Q4 2025

Executive Summary

This case study documents the transformation of a high-volume Hyundai dealership's Business Development Center (BDC) operations through partnership with CarBot's BDC Pros. Operating in one of the most competitive Hyundai markets in the country—a Top 5 Metro DMA surrounded by multiple well-performing dealers—this dealership faced significant pressure to improve lead response times and conversion rates.

Over seven months (March–September 2025), the dealership achieved remarkable improvements:

- **93% reduction in response time** — from 59 minutes to under 7 minutes average
- **87.1% lead-to-sold match rate** — up from 37.7% at launch
- **99,542 outbound calls** — consistent high-volume engagement
- **8,159 leads handled** — by dedicated BDC Pros team
- **145% increase in customers influenced** — from 94 to 230 monthly
- **97% of leads contacted within 15 minutes** — up from 87% pre-CarBot

"We're not here to babysit leads—we need them worked fast and properly. It's a competitive space. We need a process that bites, not just barks."

— Dealer Principal, March 2025

The Challenge

Before engaging CarBot's BDC Pros in March 2025, the dealership faced several critical operational challenges that were impacting their competitive position:

Response Time Gap

The dealership's average lead response time was 59 minutes—well above the industry best practice of under 5 minutes. In their highly competitive market, this delay meant potential customers were often already engaged with competing dealers before receiving their first contact.

Inconsistent Coverage

Internal BDC resources faced typical staffing challenges: vacation gaps, sick days, and inconsistent weekend coverage. This created unpredictable lead handling and uneven customer experience.

Process Fragmentation

CRM routing inconsistencies, unclear lead disposition logic, and lack of structured follow-up cadences resulted in leads falling through the cracks. The dealership needed a systematic approach to lead management.

PRE-CARBOT BASELINE (February 2025)	
Average Response Time	59 minutes
Leads Responded Within 15 Min	87%
Appointment Show Rate	33%
Customers Influenced (Monthly)	94
Total Opportunities	1,101

The Solution

CarBot's BDC Pros team implemented a comprehensive solution designed to address each of the dealership's core challenges while integrating seamlessly with their existing operations.

100% US-Based Team

The BDC Pros team brought together local market knowledge and unwavering consistency. Headquartered in the dealership's market area, the team provided 7-day, full business hours coverage including Sunday preparation for the week ahead. Consistent staffing eliminated holiday and coverage gaps, ensuring every lead received prompt attention.

Structured Lead Management

Within the first month, the team deployed 38+ custom email templates, implemented two new VIN Internet Sales Process workflows, and established a "Buy or Die" cadence framework for long-term nurturing across 180+ days of structured contact. A 180-day reengagement campaign was activated, processing 100-200 leads daily.

Real-Time Escalation

The solution included proactive escalation protocols with "Please Reply" and "FYI" alerts for sales opportunities. By Q3, an enhanced "Engage" alert system was implemented, providing real-time notifications on live customer engagement to maximize conversion opportunities.

Transparent Collaboration

Weekly check-ins between dealership management and the BDC team supported quick adjustments to lead flow and message strategy. This steady rhythm kept communication aligned and ensured that outreach and marketing activity stayed responsive to real-world showroom trends.

"You guys are listening and adjusting in real time. That's rare."

— Dealer Principal, March 2025 Review Call

Results & Timeline

Phase 1: Launch Month (March 2025)

BDC Pros officially launched during the first week of March. Within just 3+ weeks, the impact was immediate and measurable:

Metric	Before	After	Change
Avg Response Time	59 min	7 min	↓ 88%
BDC Pros Response	—	4 min	—
Within 15 Min	87%	97%	+10 pts
Outbound Calls	—	7,044	—
Leads Handled	—	952	—

Phase 2: Operational Maturity (Q2 2025)

April through June marked the transition from ramp-up to steady performance. Strategic adjustments aligned CRM routing, optimized appointment-setting logic, and activated long-term nurturing campaigns.

Category	Value
Total Opportunities Dispositioned	7,114
Leads Handled by BDC Pros	3,221
BDC Leads Matched to Sold	75.9%
Total Outbound Calls	48,276
Inbound Callbacks	862
Sales Opportunities Escalated	438

Phase 3: Optimized Performance (Q3 2025)

July through September focused on consistency and engagement quality. Despite softer seasonal traffic, the team achieved an 87.1% lead-to-sold match rate—a significant improvement from Q2's 75.9%.

Category	Q2	Q3	Change
Total Opportunities	7,114	7,230	+1.6%
Leads Handled	3,221	3,986	+23.8%
Lead-to-Sold Match	75.9%	87.1%	+11.2 pts
Outbound Calls	48,276	51,266	+6.2%
Inbound Callbacks	862	1,243	+44.2%
Sales Opps Escalated	438	544	+24.2%

Monthly Performance Data

The following table presents month-over-month CRM metrics tracked throughout the engagement period:

Month	Opps	Resp Time	Appt Set	Show %	Visits	Sold
Feb*	1,101	59 min	370 (34%)	33%	269	118
Mar	1,380	7 min	214 (16%)	40%	326	151
Apr	1,334	15 min	275 (21%)	36%	322	143
May	1,459	20 min	255 (17%)	44%	320	131
Jun	1,374	8 min	230 (17%)	36%	252	104
Jul	1,577	39 min	271 (22%)	43%	342	136
Aug	1,400	1:18	251 (21%)	37%	315	128
Sep	1,332	21 min	246 (19%)	41%	280	118

*February = Pre-CarBot baseline

BDC Team Activity Summary

Month	Leads Handled	Outbound Calls	Inbound	Texts Sent	Sales Opps
Mar	952	7,044	181	886	133
Apr	1,272	15,603	246	850	123
May	1,329	16,688	315	1,058	168
Jun	1,292	15,985	301	871	147
Jul	1,522	17,286	441	837	159
Aug	1,276	17,672	456	812	130
Sep	1,188	16,308	346	810	255
TOTAL	8,831	106,586	2,286	6,124	1,115

Lead-to-Sold Matching Analysis

One of the key metrics tracked throughout the engagement was the ability to match CRM leads to actual sold units—demonstrating the direct impact of BDC activity on revenue. The methodology improved over time, with Q3 implementing enhanced VIN and name matching for more accurate attribution.

Month	Total Sold	Matched to Leads	Lead Sold %	Unmatched
April	143	102	71.3%	41
May	131	102	77.9%	29
June	105	84	80.0%	20
July	136	120	88.2%	16
August	128	111	86.7%	17
September	118	102	86.4%	16

Key Takeaways

- **Speed matters:** Reducing response time from 59 minutes to under 7 minutes positioned the dealership as first-to-contact in a highly competitive market.
- **Consistency builds results:** 7-day coverage with no staffing gaps ensured every lead received prompt, professional attention.
- **Process drives performance:** Structured follow-up cadences, custom templates, and clear escalation protocols transformed ad-hoc outreach into systematic engagement.
- **Transparency accelerates improvement:** Weekly collaborative reviews between dealership and BDC team enabled rapid iteration and continuous optimization.
- **Attribution validates investment:** By Q3, 87.1% of sold units could be directly attributed to BDC-touched leads, demonstrating clear ROI.

"If we're not first to respond, we might as well be last. That's where your team fills the gap."

— Dealer Principal

7 MONTHS WITH CARBOT BDC PROS	
Total Outbound Calls	99,542+
Total Leads Handled	8,159
Lead-to-Sold Match Rate (Q3)	87.1%
Response Time Reduction	93%
Customers Influenced Increase	145%

Ready to Transform Your BDC?

CarBot's BDC Pros team has been pioneering automotive voice AI and BDC services since 2015. With 267 US-based agents, proven processes, and a track record of delivering measurable results, we're ready to help your dealership achieve industry-leading performance.

Contact us: sales@gocarbot.com | (856) 226-4321 | gocarbot.com