
CASE STUDY

22-Month Transformation: Major Metro Mercedes-Benz Dealer Drives Best-in-Class Performance

4-Point Progression with CarBot BDC Pros

-86%
Response Time

29m → 4m

+190%
Show Rate

14.8% → 43%

+63%
Units Sold

75 → 122

+82%
Closing Rate

11.6% → 21.1%

January 2024 → November 2025 | 22-Month Partnership

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Executive Summary

This case study tracks the 22-month transformation of a Mercedes-Benz dealership in a major Mid-Atlantic metro market. From January 2024 through November 2025, we document four key milestones showing sustained, measurable improvement across all performance metrics.

The results demonstrate what's possible when a high-performing dealership partners with CarBot's BDC Pros team: response time dropped 86%, appointment show rates nearly tripled, and units sold increased 63% — all while handling fewer total leads.

"It's just smart business," notes the GM.

Dealer Profile

Brand	Mercedes-Benz
Market	Major Mid-Atlantic Metro
Facility	Image Facility
Volume	~100 units/month
Partnership	22+ Months (Ongoing)

The Challenge: January 2024 Baseline

This Mercedes-Benz dealership was already a solid performer. Their team is dialed in, they do great business, and they take care of their clients. But leadership saw an opportunity to optimize their sales team's time and energy.

Metric	Baseline	Issue
Response Time	29 minutes	Lost engagement opportunities
Appt Show Rate	14.8%	Low conversion to showroom
Closing Rate	11.6%	Below potential
Units Sold	75/month	Room for growth

The 22-Month Progression

Four snapshots showing sustained improvement from baseline to best-in-class performance.

Metric	Jan 2024 (Baseline)	Nov 2024 (10 mo)	Jan 2025 (12 mo)	Nov 2025 (22 mo)	Total Change
Units Sold	75	100	103	122	+63%
Show Rate	14.8%	35.9%	39.8%	43.0%	+190%
Response Time	29 min	13 min	19 min	4 min	-86%
Closing Rate	11.6%	14.2%	14.8%	21.1%	+82%
Phone Sold %	11.2%	24.2%	15.0%	39.6%	+254%
Internet Close	3.6%	4.8%	6.0%	4.9%	+36%
Total Leads	647	703	696	578	-11%

Key insight: Total leads decreased 11% while units sold increased 63% — demonstrating dramatically improved efficiency.

November Year-Over-Year: The Latest Milestone

The most recent data (November 2025) shows the partnership's continued impact:

Metric	Nov 2024	Nov 2025	YoY Change
Total Units Sold	100	122	+22%
Appointment Show Rate	35.9%	43.0%	+20%
Response Time	13 min	4 min	-69%
Overall Closing Rate	14.2%	21.1%	+49%
Phone Sold %	24.2%	39.6%	+64%
Total Leads	703	578	-18%

January Year-Over-Year Comparison

Metric	Jan 2024	Jan 2025	YoY Change
Total Units Sold	75	103	+37%
Appointment Show Rate	14.8%	39.8%	+169%
Response Time	29 min	19 min	-34%
Internet Closing Rate	3.6%	6.0%	+67%

The Solution: Strategic Team Support

Management implemented a thoughtful multi-phase strategy combining technology and talent.

Phase 1: Early 2024 — CarBot's Hybrid Approach

- Quick responses to new leads
- Regular follow-up via email, text, and phone
- Structured CRM processes
- Personalized nurturing sequences
- 7-day coverage including Sunday preparation
- 100% US-based team with local market expertise

Phase 2: Mid-2024 — Sales Manager Integration

- Optimized the sales process
- Hands-on with every customer
- Coordinated BDC and sales operations
- Daily accountability and follow-through

Phase 3: 2025 — Continued Optimization

- Response time reduced to 4 minutes average
- Show rate consistently above 40%
- Closing rate doubled from baseline
- More sales from fewer leads = maximum efficiency

Why This Matters

✓ Higher Conversion on Fewer Leads = Improved Efficiency

Total leads handled dropped 11% (647 → 578) while units sold increased 63% (75 → 122). Working smarter, not harder.

✓ Faster Response Times = More Engaged Customers

Speed to lead dropped from 29 minutes to just 4 minutes — an 86% improvement. Engaged customers are ready-to-buy customers.

✓ Better Show Rates = Maximized Sales Potential

Appointment show rate jumped 190% (14.8% → 43.0%). When customers show up, deals get done.

✓ Sustained Performance = Reliable Results

22 months of consistent improvement demonstrates this isn't a fluke — it's a system that works.

"It's just smart business."

— General Manager

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