

Product Review

BROOKE.AI SOLVES CUSTOMER EXPERIENCE DILEMMA IN FIXED OPS

The newest disruptor in the automotive industry, Brooke.ai, delivers a Win – Win for dealers and consumers. Local customers who want to book a service appointment are provided immediate access to an intelligent Digital Voice Assistant (DVA) to book their preferred date and time, and dealers can look forward to increased customer satisfaction, lower operating costs, and higher revenues.



INTRODUCTION

This BPE Research Report shares insights from interviews with current dealer customers of Brooke.ai and their performance outcomes. DVAs are a recent technology, and our goal is to help educate dealers on the benefits of the new business software category.

“We’ve been doing some social media marketing so our customers know you can call 24/7/365 and make an appointment through our great new employee, Brooke.ai. People feel more comfortable because once they try it, they’re never going to want to talk to a human again.” – Tully Williams | Fixed Ops Director, The Niello Company

WHY THE TIME IS RIPE FOR A DIGITAL VOICE ASSISTANT

There are many catalysts that continue to create an urgent need for a DVA in the automotive industry. The COVID crisis was the first headwind on dealer service departments, making it hard to properly staff service lanes and call centers. The new car inventory shortage has convinced more consumers to maintain and repair their vehicles rather than pay MSRP prices. But the final straw has been the dramatic shortage in workers; initially caused by COVID absences but the hangover effect is still a reality. It is hard for dealers to find willing workers for the challenges of operating a fixed operations department. The good news for DVAs is that, in the past few years, there has been a gigantic uptick in the use of Alexa®, Google®, and Siri® by the masses who were homebound or socially distancing. This experience has increased the trust and comfort level (and, in some cases, dependency) of consumers using AI and voice search.

LET'S START WITH THE FACTS

On average, the fixed operations department contributes 48% of a franchise dealership's gross profits. According to a recent Cox Automotive study, 99% of dealers interviewed agreed that improving the customer's service experience is an important focus moving forward. This same study reiterated the issues with labor shortages and the impact that it has on the dealership's service center. Losing an employee costs a dealership \$15,000, on average, in hiring and training costs. Service BDCs, if not managed properly, can represent high turnover as well in the current labor environment. Most dealers have already experienced difficulties in recruiting for BDC jobs; 2022 has been harder than ever and perhaps a harbinger of the future.

CallRevu research indicates that 3 out of 4 inbound calls are for service, and *CBT News* reports that in 2021, there was a 15% increase in the number of inbound calls per rooftop. Unfortunately, 30% of service calls go unanswered, and 68% of those unanswered-call customers will take their car somewhere else according to Proactive Dealer Solutions (PDS) data collection.

However, there is a silver lining: **75% of service calls are for a routine, non-technical service.**

Brooke.ai is a perfect, economical solution to fill the gap and increase customer satisfaction by efficiently booking the appointment the customer

wants in minutes. This frees up BDC staff to handle the more complex service calls and complete their outbound calls. Brooke.ai also allows service advisors to focus on current customers in the service drive.



“Customer experience is the key differentiating factor in market competition, as well as market retention and customer loyalty,” said Jason Beckett, Chief Operating Officer at Proactive Dealer Solutions. “Customers are quickly won or lost. Yet, service departments are often overwhelmed by trying to balance customers over the phone and in the drive.”

“We developed Brooke as a Digital Voice Assistant who is on the job 24/7, which guarantees that no call goes unanswered. By using Brooke, dealers are incorporating a cost-saving solution for handling the most common inbound service calls, reducing call failure rates and enhancing the customer experience. Brooke’s natural conversational AI was built for automotive by using millions of actual service industry conversations. She is 100% customizable; offering quotes, negotiating appointments, arranging transportation, checking for recalls, and assigning the correct op codes. She is continuously learning, the opportunities are endless, and she is tireless,” said Beckett.

BROOKE.AI: A TRUE EFFICIENCY PARTNER WITH THE DEALER

Proactive Dealer Solutions has developed Brooke.ai with specific outcomes as goals:

- 1** Ensure that ALL calls are answered, and customers aren’t forced to wait on hold
 - A** Keep service advisors focused on customers in the service drive
 - B** Redirect BDC agents’ time on outbound revenue-generating opportunities
- 2** Identify opportunities for increased revenue using Brooke for booking recalls and scheduled maintenance



Dealers who implement Brooke see results!

Dealers can document a measurable improvement in CSI by delivering a better customer experience, an increase in RO count as well as a marked increase in the revenue per RO.

“Our service department was at 60% capacity, and now we are at 100%. Brooke is relentless. If a time slot is open, she fills it, and confirmation is seamless. This process will change our company’s business. Brooke’s only 1/3 of what it would cost to hire an entry level person.” – Gary Hu | Service Director, Aloha Auto Group.

“Since adding Brooke, we’ve seen a revenue increase of 12%. We were getting 425 calls per day and missing around 45 calls. My productivity jumped from 82% to 98% and capacity went from 90% to 110%.”

– Todd Oliviera | Service and Parts Director, Hodges Ford Mazda

“I saw instantly the difference with using Brooke.ai. By the second day, we were doing at least 25 more appointments per day.” – Jeff Pasenkoff | Service Manager, Staten Island Honda

WHO JUMPS ON THE AI TRAIN?

As the BPE Research team interviewed dealers using Brooke, as well as dealers using competitive products, we documented a wide range of use (and self-imposed limitations) that dealers had for their Digital Voice Assistant (DVA). Was their vision for after-hours and overflow calls, or did the phone tree immediately connect service calls 24/7 to the DVA? In addition to booking Express appointments, progressive dealers or smaller storefronts were open to using AI for their receptionist, and even to initiate outbound calling for recalls, declined services, and follow-up CSI calls. Some dealers indicated interest in having their AI handle service status calls.



“Agents were apprehensive at first because they thought it [Brooke] was a way to decrease their compensation. I worked with them to show that the more outbound appointments they brought in, the better compensated they would be. Now we talk about Brooke.ai as if she’s another member of our team. The agents went from feeling vulnerable and replaceable to loving what “she” has to offer because they get so much more done every day.

Alex Issacharoff | BDC Director, McKenna Cars

“Some people just naturally were thinking that their jobs were in jeopardy, but when we brought Brooke on, we only had two employees. So, you can't feel like you're going to lose your job AND feel like you can't take all the phone calls at the same time. It was a situation where we had to have Brooke because we couldn't hire anyone.” – Dashawn Williams | BDC Manager, The Suburban Collection

Gary Hu at Aloha Auto Group said the reason he instituted Brooke was because no matter how many people he hired, he couldn’t keep up with the calls. Between his nine stores, he was missing, at minimum, 300 calls per day. **“The customers were complaining. It was tiresome and cumbersome for employees. We get more calls for appointments while only 2% book online. Our customers are happy now, and I want Brooke to do post-CSI calls because we lose more declined services than anything else.”**

DO CUSTOMERS HAVE A PROBLEM TALKING WITH THE DVA?

Remember, today's fast-paced consumers are at ease asking Google to research difficult questions, telling Siri to set appointment reminders, or using Alexa to make their restaurant reservations.

CBT News reports that 76% of people clearly develop a perception of a company based on their initial phone call. Here's how dealers using Brooke responded when asked how customers feel about interacting with the AI:

"We'll get repeat calls from customers who want to change something about their appointment, and they'll say: 'I spoke with Brooke earlier.' They don't know she's a DVA; they expect to be transferred to her [a real employee]. It's been very positive." – Alex Issacharoff | BDC Director, McKenna Cars

"The size of our RO tickets with Brooke appointments have migrated into decent-sized tickets, rivaling the size tickets we have across the board." – Howard Drake | Dealer Principal, Casa Automotive Group

"Our CSI has gone up four points in six months." – Todd Oliviera | Service and Parts Director, Hodges Ford Mazda

"I listen back to the bulk of the call recordings, and there are many instances where the customer thinks they are talking to a real person because it's so natural. Brooke is at 70–80% appointable calls." – Jason Pappas | Executive Manager, Copeland Chevrolet

WHAT DOES THE 'RIGHT' DIGITAL VOICE ASSISTANT DO FOR YOU?

Because DVAs are a new software solution for automotive retailers, many dealers choose to dip their toes in the water before diving in. Fair enough, although the truth is – most dealers don't recognize all the opportunities that lay before them when they incorporate a true AI Digital Voice Assistant.

Let's take a look at the resources Brooke.ai is able to offer the dealer:



No call goes unanswered. A dealer can customize which calls they want Brooke to take. She can function as the receptionist, answer just the service calls, or, even more specifically, the Express calls. A dealer may choose for Brooke to be activated only for after-hours and overflow calls. The volume she can handle is infinite. Historically, 75% of calls are non-technical, and, in addition to booking appointments, Brooke also has the capability to address FAQs or make sure a customer receives roadside assistance when they call with an emergency.

"Having Brooke is like having a third, fourth, fifth, and sixth person answering phones. We just couldn't handle the call volume with two employees." – Dashawn Williams | BDC Manager, The Suburban Collection

NO CALL GOES UNANSWERED

BROOKE'S REPORT CARD

On average, **78% of calls are contained & handled appropriately** including transferred calls, calls for hours or location information, etc.

Appointable calls are **converted into appointments set at about 62%** of the time on average.

- ☒ **Recognizes complete sentences**
- ☒ **Recognizes intent and sentiment**
- ☒ **Addresses customers by name**

Brooke's Report Card

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Appointable calls are converted into appointments set at about 62%, on average.

Is it AI or am I talking to a real person?

Built from millions of service calls, Brooke understands complete sentences, recognizes intent and sentiment, and addresses existing customers by their name. She speaks in a natural human-like language. Brooke has learned how to understand a wide variety of phrases, different accents, and how people might describe their service issue.

“

It's the new wave of the future. People are so happy to have someone pick up on the first or second ring, and I think 80% don't even really care if it's a digital phone call.

Jeff Pasenkoff | Service Manager, Staten Island Honda

Does Brooke.ai fit my brand?

Dealers can customize Brooke's dialogue and personality to best match the brand and its car owners. The VW store would want to have a very different Brooke than a Cadillac franchise. And Brooke will ALWAYS adhere to the dealership's processes and rules in addition to adhering to brand policies.

Who is calling, please?

Brooke will recognize phone numbers of *existing customers*, addressing them by name. She also recognizes their vehicles, eliminating the need for a customer to provide that information. New customers calling for a service appointment will also be helped by Brooke, not transferred. She gathers their data and creates a customer profile. Brooke works inside of the DMS and scheduling tool in real time.

Setting, changing, or cancelling service appointments quickly

Brooke handles a service appointment request by offering the next free appointment or asking for the customer's preference, negotiating complex counteroffers. She then confirms quickly with a confirmation text to the customer.

She can handle requests for multiple services on one call, assign the correct op codes, and use the service advisors' names. For the customer with questions, Brooke has the capability to provide quotes for service.

Brooke.ai can accurately select op codes by service and allocate the appropriate time.



Services					
	Active	Service Op Code	Shop	Max Per Day	Appt Lead Time
AC / Heating	✔	✔ D0780	⚠ No Shop Selected	No Limit	Same Day
Brake Concern	✔	✔ A9071	✔ Main Shop	No Limit	Same Day
Bulb / Lighting System	✔	✔ V1186	✔ Quick Service	No Limit	Same Day
Change Cabin Filter	✔	✔ 15K	✔ Quick Service	No Limit	Same Day
Change Coolant	✔	✔ 1K	✔ Quick Service	No Limit	Same Day
Change Engine Air Filter	✔	✔ 30K95	⚠ No Shop Selected	12	Same Day
Change Spark Plug	✔	✔ 15B	⚠ No Shop Selected	No Limit	Same Day
Change Tires	✔	✔ TR4	✔ Main Shop	12	1 Day
Change Wiper Blades	✔	✔ PWB	✔ Quick Service	No Limit	Same Day
Check Engine Light	✔	✔ ENGINE	✔ Main Shop	No Limit	Same Day
Cosmetic / Appearance	✔	✔ 15C	✔ Main Shop	3	Same Day
Diagnostic / Other	✔	✔ 24DA	⚠ No Shop Selected	No Limit	Same Day
Electrical System	✔	✔ J17	✔ Main Shop	No Limit	1 Day
Engine Concern	✔	✔ 7A1	✔ Main Shop	No Limit	Same Day
Entertainment	✔	✔ R5570	✔ Main Shop	No Limit	Same Day
Fluid Leak	✔	✔ A9080	✔ Main Shop	4	Same Day
Multi-point Inspection	✔	✔ 03	✔ Main Shop	5	Same Day
Noise Concern	✔	✔ CAMS TES	⚠ No Shop Selected	No Limit	Same Day

Do you have a recall on your vehicle?

Brooke automatically checks the Vehicle Identification Number (VIN) and promotes appointments for any open recalls when handling inbound service calls; BUT ONLY the recalls the dealership is prepared to deal with. Scheduled maintenance suggestions are also provided to new customers when they provide vehicle year, make, model, and mileage as well as to existing customers, whose vehicle profiles are automatically scanned when they call in. According to Digital Dealer data, the average recall RO is almost \$700. Capturing more of this business represents a big boost for a dealership's bottom line.

Transportation Options

PDS research shows that up to 53% of service customers want to be given transportation options when they book an appointment. Brooke is smart enough to assist the customer with all common transportation resources the dealer may offer: shuttle, loaner, rideshare, and valet. Dealers can also use Brooke to promote a preferred mode of transportation. Her intelligence empowers her to follow rules such as: distance to dealership, value of RO, minimum labor minutes, etc. She also shares options with the customer to improve their experience such as “If you drop off your vehicle, we can get you in as soon as tomorrow.”

Integrations: It’s critically important to be able to push and pull effectively from the DMS. Proactive Dealer Solutions has facilitated integrations and partnerships with these DMS and scheduling tools: Auto/Mate, Reynolds & Reynolds, Xtime, CDK Global, Fortellis, and Tekion. Many other integrations are in process.

Auto/Mate®

 Reynolds
& Reynolds®

 **xtime**

CDK GLOBAL®

FORTELLIS

TEKION

“We were leery of the integration. We have nine facilities across the islands. Some are small with not many associates. We had not one hiccup – the launch was practically flawless. We haven’t had any issues with the backend and their customer service is fabulous.” – Gary Hu | Service Director, Aloha Auto Group

Meeting Customer Expectations

As you might imagine, consumers want to make their appointment and get off the phone as fast as possible. Brooke is scheduling appointments in as little as three minutes, compared with six minutes for a human interaction. Augmenting her conversations with intent analysis, Brooke uses conversational AI, natural language understanding, and machine learning to ensure that all calls are booked accurately regardless of accents and background noise. If the customer needs a specific service advisor and wants to be transferred, no problem; Brooke does it without being asked twice.

Reducing No-Shows and Lost Revenue

Brooke undertakes the extra steps needed to validate and confirm the services the customer expects to have performed to ensure that every appointment is booked correctly under the right shop and for the right amount of time.

DEALER RESULTS

Hodges Mazda Ford Leveraged Brooke.ai Digital Voice Assistant to Increase BDC Outbound Productivity

"Brooke far exceeded my expectations. The top three strengths of Brooke: She's so good that customers think she's real, my CSI increased, and we were able to shorten our appointment availability from four days to two days. In the first month, we saw an 40% increase in the outbound appointments set by our BDC. To date, we've seen a revenue increase of 10%, and my productivity jumped from 82% to 98% and utilization (capacity) moved from 90% to 110%. We were missing up to 45 calls per day before Brooke. With the help of Brooke.ai, our agents have dedicated more time to find revenue for our service drive."

Bringing on Brooke.ai was a no-brainer for Fixed Operations Director Todd Oliviera and his BDC Manager Carmine Francese. They chose to put Brooke.ai “up front” on their phone tree to intercept all inbound service calls for oil changes and routine maintenance, along with after hours and overflow. With relief from handling these activities, the BDC was able to focus on campaigns and drive service revenue.

Outbound Activity Data comparing February (pre-Brooke) and March (Brooke implemented)

OUTBOUND ACTIVITY	OUTBOUND CALLS	OUTBOUN CONTACTS	OUTBOUND APPOINTMENTS
FEBRUARY	937	386	224
MARCH	1852	926	404
% CHANGE	198%	240%	180%

Additional perks during that time frame:

Declined Services Campaign appointments **doubled** from 30 to 60

Recall Campaign Activity saw a **144%** increase

Missed Appointment Campaigns increased **155%**

Special Order Parts Campaigns were non-existent before Brooke.ai



McKenna Cars Brought on Brooke.ai to Handle After Hours Calls and BDC Overflow Calls

McKenna’s BDC was grappling with staffing issues. Within two weeks of incorporating Brooke.ai, she had scheduled 400 appointments which the BDC would have missed. By the end of the first month, Brooke had scheduled 844

appointments with a realized additional revenue of \$533,000. Over a year’s time, that equates to about \$6.4 million.

INBOUND AFTER HOURS & OVERFLOW

RESULTS: SEPTEMBER 15 - OCTOBER 15

BRAND	AVG \$/RO YTD	BROOKE APPTS 9/15-10/15	ROs @ 90% SHOW RATES	OVERFLOW/AFTER HOURS REVENUE
Volkswagen 1	\$494	80	72	\$35,568
Audi	\$708	78	70.2	\$49,702
BMW/Mini	\$819	340	306	\$250,002
Subaru	\$341	90	81	\$27,621
Porsche	\$1,480	35	31.5	\$46,620
BMW	\$738	107	96.3	\$71,069
SB Volvo	\$500	11	9.9	\$4,950
Volkswagen 2	\$511	103	92.7	\$47,370
Total Results		844	759.6	\$532,902

INVESTMENT & ROI

\$599/Store
\$0.65/Brooke Minute

8 Stores
7456 Min
Total Investment

\$4,792
\$4,846
\$9,638

PER STORE BROOKE FEES
\$1,205

ROI
5795%

Monthly add'l realized REVENUE from Brooke.ai answering and handling inbound service scheduling calls:

\$532,902

With Brooke onboard, the two BDC agents were able to make 1,408 outbound calls compared to the previous month’s 545 calls. This activity generated an additional \$128,000 in revenue, a 228% increase. The BDC Director says this change has relieved stress allowing her team to be more productive and enjoy more bonus dollars than they did prior to Brooke.

ADDITIONAL OUTBOUND ACTIVITY & REVENUE GENERATED

BEFORE

8/14-9/14	OB CALLS	OB CONTACTS	OB APPTS	OB SHOW %	OB ROs	AVG \$/RO	OB REVENUE
Audi	6	6	6	94%	6	\$708	\$3,993
BMW	110	67	53	94%	50	\$738	\$36,767
Porsche	15	15	15	94%	14	\$1,480	\$20,868
Subaru	227	84	43	94%	40	\$341	\$13,783
Volkswagen 1	11	5	1	94%	1	\$494	\$464
Volkswagen 2	1	1	1	94%	1	\$511	\$480
SB Volvo	0	0	0	94%	0	\$673	\$0
BMW/MINI	125	46	31	94%	29	\$817	\$23,807
Total Results	545	224	150		141		\$100,164

AFTER

9/15-10/14	OB CALLS	OB CONTACTS	OB APPTS	OB SHOW %	OB ROs	AVG \$/RO	OB REVENUE
Audi	86	40	18	94%	17	\$708	\$11,979
BMW	159	81	57	94%	54	\$738	\$39,542
Porsche	34	21	15	94%	14	\$1,480	\$20,868
Subaru	314	109	61	94%	57	\$341	\$19,553
Volkswagen 1	194	61	22	94%	21	\$494	\$10,216
Volkswagen 2	185	60	18	94%	17	\$511	\$8,646
SB Volvo	0	0	0	94%	0	\$673	\$0
BMW/MINI	436	203	153	94%	144	\$817	\$117,501
Total Results	1408	575	344		323		\$228,305

Repurposed BDC agents and Service Advisors = Higher Return

“Our agents are focused on asking for business instead of on inbound calls. Now, our agents are constantly calling for recalls, special order parts, etc. They set 1200 outbound appointments last month with a 78% show rate, and we’re going to do it again this month.” Alex Issacharoff | BDC

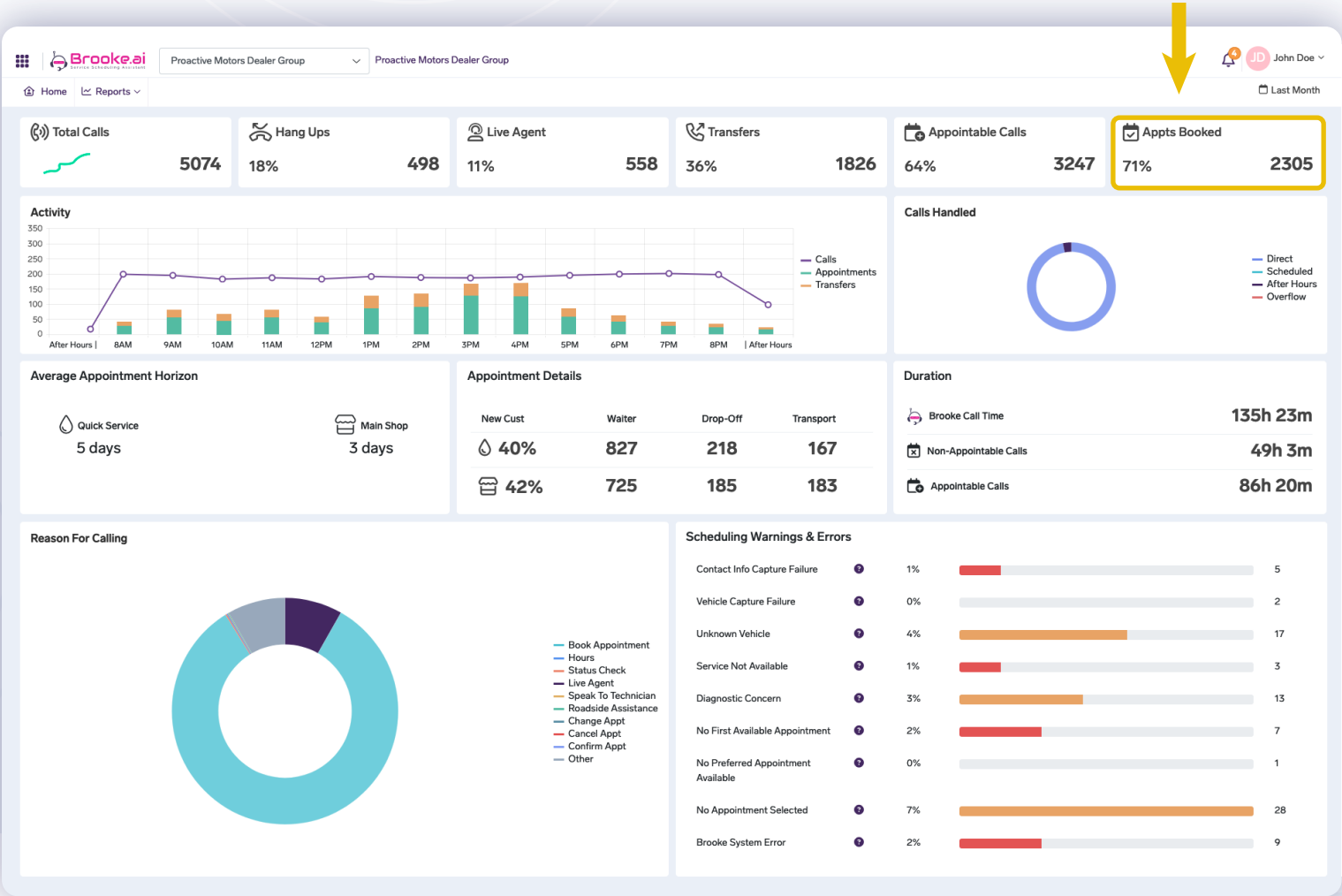
Director, McKenna Cars

Monthly add'l realized REVENUE from Brooke.ai allowing the BDC to focus on outbound revenue generating activities

\$128,141

Relevant Reporting Analyzes Phone Activity

Brooke’s dashboard provides detailed reporting that quickly displays her productivity details: by enterprise group, by storefront, number and type of appointments set, reason why customer was calling, etc. It also identifies problem areas such as ‘service not available’ or ‘transportation not available’. This totally transparent reporting allows service managers to drill into any call to gather additional details from the customer or to evaluate how a call was handled.



“One of the reasons we went with Brooke was the reporting tools and the ability to listen to the recorded calls.” – Nick Ruffolo | Fixed Operations Director, Rohrman Auto Group

Cost-savings is another hallmark sales point for dealers

“The cost is 1/3 of what we’d pay for an operator to come in.” – Gary Hu | Service Director, Aloha Auto Group

“In this crazy labor market and trying to hire people – people are scarce, wages are so high, and we hired Brooke for a fraction of what it costs to hire. She works 24/7/365, never calls in sick; doesn't get mad at her manager. She could eventually take all our inbound calls and the people that work for me can spend more time growing our business and benefit everyone.” – Jason Pappas | Executive Manager, Copeland Chevrolet

“The cost is minimal – pennies on the dollar.” – Todd Oliviera | Service and Parts Director, Hodges Ford Mazda

Brooke.ai is a stand-alone solution but is closely tied to Proactive Dealer Solutions' popular CallerCX platform. CallerCX monitors, evaluates, and scores inbound sales and services calls using proprietary artificial intelligence technology to coach staff on how to better handle calls and to notify managers of mishandled opportunities. Full-service solution packages are available for dealers who have no BDC in house. PDS will bundle Brooke.ai with their virtual BDC services to allow their in-house BDC agents to take the calls where a customer wants or needs to speak to a person so that service advisors can be freed of all the inbound appointment calls and focus on the customer in front of them. This allows stores to partner with one vendor, have one integration fee, one set-up fee, and one contact for a full suite of service BDC solutions.

GETTING THE MOST EFFECTIVE DVA SOLUTION FOR YOUR COMPANY

Most dealers have not created a plan for how they might incorporate a Digital Voice Assistant into their phone mix. It could be that they have not had the time to delve into the benefits of using a DVA. Some dealers may have heard about DVAs but are afraid to make the wrong decision, in an area where they have no experience.

HERE ARE QUESTIONS THAT SHOULD BE IMPLEMENTED WHEN INTERVIEWING A DVA PROVIDER:



What type of speech recognition is used and what is the level of understanding? Can the AI understand compound statements with multiple thoughts? Can it negotiate back and forth on setting up service appointments?



Are they measuring the accuracy of the customer's data collected, the service requested, and the op code(s) that was assigned? Is the customer having to repeat their request?



Does the book appointment process include transportation options for the customer?



What is their implementation process and time frame? Do they go through a pre-launch audit process to reduce and/or eliminate errors?



Do they offer a dashboard to view metrics, listen to calls, and troubleshoot problem calls?



Does the integration correctly populate the dealer's DMS and scheduling tool accurately and automatically, eliminating work for the dealer?



How does the DVA handle shop maintenance and capacity? Is it relying on a third-party integration like Xtime or do they have their own scheduler?



Does the DVA upsell for routine maintenance and for 'approved' open recalls?



What support is provided?

EVALUATION

Although this new AI technology category is already revolutionizing some dealers' customer experience processes, many dealers are not aware of this recently developed concept of using Digital Voice Assistants in their storefronts and fixed operations. However, the dealers that BPE's research team have spoken with freely admit that, prior to Brooke, calls were being missed, appointments were not made, and the customer experience needed more than a band-aid. The current labor situation has only exacerbated the problem. Customers expect a quick and helpful response on their first call.

As dealers search for the solution to solve their own unique situation, Brooke.ai is a comprehensive and operationally efficient answer to the phone dilemma. It is a true utilization of AI, not a pretender, and a much-needed progression for our industry as we strive to meet changing customer expectations.

Proactive Dealer Solutions (PDS) has been in the BDC business helping the automotive industry for 20+ years, having built over 4,000 BDCs, and they are committed to the premise of building customer and brand loyalty. As I study their product and the vision for its evolution with added functionalities, I am impressed with the scope of its intelligence as well as the attention to detail. PDS has diligently dialed into each step of the process to ensure a satisfying customer experience. The AI seems practically human as it continues to learn and interact comfortably, yet efficiently.

Brian Pasch



I highly recommend Brooke. Any dealer who is considering them, I would ask about their expectations Then I would say: She is going to do all that and more. 30 days later, I would call back to see all the aspects of their business that have improved. They are going to be amazed. I was one of those people. It's an automated system, how good could it be? The answer is – impressive!"

Todd Oliviera | Service and Parts Director, Hodges Ford Mazda



We're educating our customers, if you want to make an appointment on Sunday afternoon, or if you want to make it at 2 o'clock in the morning, guess what? The Niello Company is open for business to make an appointment. That is the power here.

Tully Williams | Fixed Ops Director, The Niello Company