

RESOURCE

Digital Voice Assistants: Customer-Centric Problem Solver & Revenue Generator

The Opportunities and Benefits They Represent Can be Mind-Boggling

Introduction

The rise in Artificial Intelligence (AI) has sparked a technology revolution which has impacted the way we learn, how we research and write, and identify business opportunities. Regardless of where you are in the adoption curve, AI will change automotive retailing: management, operations, and customer experience.

Technology companies are using AI to fill gaps in retail processes including customer communication via email, SMS, and voice. Digital voice assistants (DVA) are not new for automotive dealers but the number of new entrants in the marketplace is what has changed.

The first movers in automotive DVAs have their work cut out for themselves. The good news is that they have years of work invested in their product and know the needs of dealers much better than newcomers. The bad news is that some dealers have switched off the early mover platforms and only remember their capabilities from years ago. Dealers owe it to their business to carefully review all the technology companies in this marketplace report.

As previously mentioned, there are numerous new entries into the AI voice and messaging marketplace. It's a challenge for dealers to wrap their heads around the capabilities of each AI platform because these products are evolving almost by the hour; new functionalities, more integrations, improved customer interactions, and unlimited use cases.

Based on our conversations with dealers using DVAs, vendors are doing a good job working to grow the capabilities of their products while customizing them to the dealer's needs. Because these products are so new, beta partnerships feel very productive to the dealer because they want what is best for their organization.

Many dealerships find themselves in a continual brainstorming mode to reimagine what additional tasks make sense for the AI to tackle: appraisals, recalls, upsells, parts, lead response, etc. It is challenging to imagine what AI can do when some innovative use cases have never been discussed publicly.

There is no 'single best' DVA product. Each dealer has their own vision of what they want to accomplish and how they see AI working for them. Some dealers are looking for AI that has the conversation capabilities of a human and can expertly handle every call coming into the dealership: receptionist, sales, and service.

Others are looking for a fallback position. One dealer said: "I just don't want to miss any calls if my service advisors are busy. But I don't want to lose the human connection." There are, however, red flags to watch for: account servicing response time, poor integrations with scheduler or DMS, lagging or

stilted conversations, and unexpected downtime. It's important to monitor your AI; its impact on your customer relationships, good or bad, can be swift.

Products that have had some of these problems a year ago or 6 months ago may have already resolved their issues. The benefits recognized by each dealer vary, but consistently we hear: our missed calls are down to zero, our BDC staffing is significantly reduced, we've repurposed staff to make outbound calls, our appointment setting numbers are way up. In short, dealers are using AI, and in many cases customizing it to their specific need, to solve their problems.

So let's take a look, in alphabetical order, at the companies who are approaching dealers with their technology platform to fill gaps in dealership inbound and outbound phone processes.



To learn more about the technical specifications of each of the following DVA platforms, check out the **Pasch Group Vendor Directory**. Our team has catalogued product features, use cases, reviews, and more to help you make informed decisions.

paschgroup.com/vendor-directory



Now with 200+ rooftops and in operation since 2020, BDC.AI provides LLM-powered voice AI Agents for car dealerships, delivering dealers a premium level of customization with their voice AI agents.

1. Dealers can name their AI agents, choose from BDC.AI's library of over 500+ voices, and prompt their AI agents to speak with the same voice as the rest of their employees.
2. Complete transparency through reporting with call recordings, agent level function auditing, transcripts, and call ratings.
3. BDC-specific KPI tracking empowers dealers to reach BDC industry benchmarks including less than a 30 second response time to new internet leads, 70%+ engagement rate on internet leads, 35%+ appointment set rate on internet leads, 70%+ show rate, on average leading to a 3-5% increase in internet lead close rate for dealer partners.
4. Onboarding team works closely with dealership to ensure their AI agents are properly trained and that key dealership personnel have called and tested the AI themselves based on dealer setting configurations, before going live with the dealership's customers. Weekly Check-Ins.

Curtis Miller, Director of Operations, Baumann Auto Group

The main problem was hiring and basically staffing in our human BDC. We had huge staffing issues trying to recruit and maintain full staffing. It was a continuous cycle and our service suffered. Obviously, with AI there was a cost savings not having to hire and train. 75% to 90% of the people will stay on the line when they talk with our AI, Ava. Advisers have a tendency to schedule lighter, whereas Ava doesn't care. It sees an open spot at 9 and an open spot at 10. It's going to fill them both up before it keeps moving on to later dates and times. So we have a more full schedule and not scheduled so far out.

On the sales side, we have Ava doing all of the internet lead follow-up and then all the long-term follow-up campaigns, text, email, voice, everything. Our goal there was to at least break even with where our internet lead close rate was before, around 10%. To me, that is a success because I'm not having the ups and downs of trying to train someone new every couple months.

For outbound calling on an internet lead, Ava's going to call the customer and, of course, the vast majority of the time you're going to get a voicemail. At the very least, it's leaving a voicemail which is no different than what our humans would be doing.

We do still have two human BDC staffers here that are the handoff if Ava has a question that she can't answer. We had a BDC of 9 people responsible for our eight rooftops, and we now have two.

On our car buyback or lease expiring campaigns, Ava's going to call the customer and the vast majority of the time it's going to leave a voicemail. When the customers call back, they're going to get Ava and set an appointment that way.

Nate Kriegler, General Manager, CarWagen Auto Sales (Used Cars)

We were getting 1200 leads that come in from Facebook each month. With our human BDC, they would get touched twice, maybe three times at best and then discarded – based on the general consensus that a new lead is the best lead. When you're spending money for leads, and Facebook is a rather expensive source, we were probably spending over \$10,000 a month with Facebook. Touching those leads once or twice is really not enough. We are selling cars but not at our full potential. We were hitting maybe 6%-7% of our leads, now with BDC.AI, we're hitting 100%. I was instantly hooked.

Here are some numbers – something that would be impossible for 'people' to do. In the first three weeks of having BDC.AI, we've had 14,304 interactions of some type. AI made 2,553 phone calls, 6,783 text messages, and 4,968 emails. It has handled 873 leads, actively still working 676 of them. 441 of them we have engaged. 178 escalations for human tasks.

Once the lead comes in from Facebook, Carfax, or Car Gurus, there's a phone call made within 10 seconds, almost real time. Text messages, phone calls, and emails are used for follow up for six months. Tom, our AI, can call 12 people at once. You can even tell him the vehicles you want to focus on. And if the customer texts or talks in a foreign language, Tom does, too.

We want the person to really stay connected with our BDC. We want to make it fun. So our AI BDC agent, Tom, says: "Hey, I'm a virtual assistant. My name is Tom and I know a lot of stuff. If you'd like to speak to a human, I will transfer you but why not give me a try? Maybe you can stump me. (He laughs) Pick any three questions. If you stump me, you get \$1000 bucks off your car. If not, you still get \$500. Either way, you're a winner!" Now, you have created engagement time and a conversation when they walk in the dealership. If you want a specific car when you call, the customer can ask for the Carfax and 'Boom,' it goes out. Tom will send photos of the car or whatever the customer asks for. As long as the information is on the internet, it will grab it and reply; size, engine, mpg, really anything. It's learning more of our business model and information about our dealership. If Tom is only 50% effective, that's still 80% better than what a human could do.

From an HR perspective, we put ads out and found lack of interest. I can't rely on people to come in. So, the virtual assistant is what we chose, and it's worked really well. And, as time goes on, it's going to get even better.

Every week, I have a meeting with BDC.AI and share my questions and look at different ideas. They're learning just like we are, and there's a very personal one-on-one attention. If we get three deals a month, it's paid for itself. Where else are you going to make a sale that somebody doesn't ask for a commission or a raise or a smoke break? I think this company nailed it.



BLINKAI has been working in automotive since 2017 and is now in 400 dealerships. Starting with an improved web scheduler and expanding to AI-powered phone service, service outreach and now an integrated system that included Telematics processing.

1. Deep DMS & Platform Integration – Real Intelligence, Not Just AI

BLINK isn't a surface-level chatbot; it's wired directly into the dealership ecosystem.

We integrate deeply with major DMS and scheduling platforms, syncing VIN data, RO history, service campaigns, and customer records. That means every interaction, text, voice, or web is context-aware, data-accurate, and instantly actionable, without manual re-entry or lost visibility between systems.

2. Connected-Vehicle Retargeting – Turning Telematics Into Traffic

With Telematica™, BLINK converts vehicle health alerts into live, revenue-driving opportunities. When a diagnostic alert hits, we match that VIN to the customer record and trigger intelligent outreach through voice, text, or email, personalized and perfectly timed. The result is more re-engaged customers and fuller bays without extra BDC load.

3. AI-Driven Scheduling & Conversion – 70% Call Automation, 3x Booking Rate

By recognizing customers, vehicles, and service history instantly, BLINK books appointments directly into the DMS in seconds. Dealers using BLINK see up to three times the conversion rate of traditional manual scheduling, while recovering missed calls and abandoned forms automatically.

4. Closed-Loop Service Intelligence – Measure, Retarget, Repeat

BLINK captures and connects every stage of the service experience. From outreach to booking to post-RO feedback, the platform continuously learns, feeding conversion, CSI, and retention data back into future engagement. This closed-loop model drives measurable lift in both customer satisfaction and service revenue over time.

Donald Churchill, Parts and Service Director, Lexus of Riverside

We're using BLINK and prior to that we were trying to manage it all in house with a BDC. We still have a BDC but we've been able to redirect their focus a lot. We wanted to eliminate missed calls, 25-30 a day, plus try to increase our appointment count. We started off with service incoming calls. Then BLINK started offering more features and now we're also using them for certain marketing lists. They will send a text to a guest five months after purchase: "Would you like your 5000 mile complimentary service?" All the guest does is click the link and it takes them to the appointment page – three clicks later, they have an appointment. We are also saving time in the BDC not having to make all these outbound calls. The appointment calls have gone up 10-12 cars per day. We have seen an increase in our car counts – 10-15%. It's taken a lot of pressure

off the phones. I will get notifications at two in the morning that somebody is making an appointment. Sometimes they are making an appointment for the next day. I like the fact that it's trackable and I can see the gist of each phone call.

One of the things we are using them for is the Telematica alerts. The AI is seeing in real time that this customer's maintenance light just popped on or the tire light's on. We are able to send the customer a text and ask them if they want to swing in so we can look at that. We have already increased our close rate on telematics in just a couple months. They've also just started offering collision alerts. With BLiNK, you're not going to be missing calls. I like that it's fully customizable in the way they make appointments and how they are distributed to advisors. I didn't have to retrain anybody; it was a seamless transition. Implementation only took a day. I haven't found any weaknesses. If I need something done, they do it. Within minutes, I get answers from multiple people. There's no question the ROI is there.

Chad Anderson, General Manager, Onyx Automotive

The driver in our AI search was always conversions. We fell in with BLiNK, and they knocked our socks off right away. We stopped talking to anybody else. We've got their website tool on our five dealership websites. Previously, when we were using our internal form, we were at 38% and with BLiNK, we are at 63% conversion. They've added new tools over the course of the year so we now have their conversational AI on the phone systems of our non-premium brands. We are also using their new Telematica tool at two locations. They take the telematics notification from the OEM and send the automated text to the customer – "We saw that your check engine light came on in your new Telluride," and it's got the appointment link right there so the customer can schedule an appointment. We flipped on the conversational AI, and we had multiple stores last month where BLiNK scheduled more appointments on the phone than on the website.

We're using BLiNK for service. She takes all the calls from customers who want to schedule an appointment. I love that when she is scheduling appointments, she first offers afternoons – we have a hard time filling afternoon appointments. After that, she just asks when they want to come in. It handles all the transportation requests. We have Tekion as our DMS and the integration worked really well. The AI recognizes our capacities and our transportation limitations and navigates that well. Their system is also really good at communicating with my team. If in doubt, schedule the appointment and then it notifies the team that this car has a recall or an unknown repair. Then the team jumps in to figure it out.

BLiNK also has call campaigns. We are tracking our campaigns on recalls, customers that are due for service, missed appointments. Last month at our Kia store, she sent out 912 text messages and 173 converted to an RO for a 19% conversion. We set 120 more opportunities by outbound activities so that's 290 appointments scheduled from outbound outreach from BLiNK. And then 120 from my agents. That's a 300 RO increase. Our inbound calls that hit the service queue are probably a third of what it was. We went from averaging 19,000-25,000 calls/month down to 4,000-6,000. That's been a huge deal in freeing up time. We reallocated that time to outbound call activity. Our outbound calls have tripled as have the appointment settings. We went from an agent scheduling 30-40 appointments daily, and now my top person last month scheduled 130 appointments and still has time to help BLiNK and do other things. It's been very impactful for their day schedule and trying to generate different kinds of business.

This reporting is something we like a lot – the breakdown of the calls, how many repeat calls, the sentiment, and all this is clickable so I can click on that negative call. We also get a real-time notification when we get a negative call. My team will call the customer and try to intervene.

The biggest surprise for me was how much customers really like it. We have very high confidence in them as a partner. BLiNK takes feedback better than any vendor I've worked with. They are uber responsive.



Brooke's advanced technology provides human-level understanding of intent and emotion, delivered through a human natural sounding voice

Operational since 2020, Brooke now has over 400 dealerships utilizing their AI tool.

1. **Tenure.** Because Brooke was the first product of its kind in the dealership service-voice assistant space, it has processed tens of thousands of calls daily over many years (e.g. >15,000 calls/day) – building a rich back-catalog of voice, phrasing, objection handling, and service flows. That institutional knowledge gives us:
2. **Superior conversational robustness.**
3. **Tighter models tuned to automotive semantics, slang, accents, and noise.**
4. **Human automotive domain expertise + training built into the machine.** We embed human automotive experts (via Proactive Dealer Solutions, Better Car People, Central BDC) into the fabric of our product. These are real BDC/trainers who understand dealership processes, objections, RO flows, service lingo, and the psychology of service callers. That gives us:
 - Better calibration of conversational logic (when to push, when to hold)
 - More accurate mapping of caller intent to proper ops codes / service items
 - Training and feedback loops that improve the bot in real operations (not generic QA)
 - A “guardian layer” of real dealers guiding the voice logic

Jacob Myrick, Service Manager, Boyd Chevrolet GMC of Emporia, VA

I started in January as service manager. When I first took over, the phones were ringing off the hook all day long. It's stressful for the service advisors. We are a smaller dealership, so we don't have a BDC. All the appointment calls and questions went to my service advisors. I was looking for a way to get at least half those phone calls off of them. In my mind, oil changes and state inspections; AI should handle simple things that are pretty easy to book. That would give my advisers more time to spend with the people in front of them. In my experience, if I go to a shop or a store, I want full attention. For the month of October, Brooke took 149 appointments over the phone. She also has a cool feature where if the customer gets off the phone with Brooke without it being settled, their company actually has a live agent that will call that customer back. Brooke offers that service so you don't have to worry about picking up the call. They have access to our xTime so they can see what our schedule looks like. One of the biggest things when we put Brooke in was we did not want customers to get trapped in a cycle where you just can't get out of the AI. Out of the 419 calls she took this month, she booked 149 appointments, and 59 disengaged. I do like that all those appointments that Brooke did book is one more appointment off of the advisors. They didn't have

to pick up the phone and take time away from the customer in front of them. When somebody books an appointment with Brooke, I get an email about it. Every day I check my emails, and I go through that list of appointments real quick. Let's say somebody booked an appointment for mount and balance four tires, I'll see that and I will forward it to the advisor that's on the appointment to make sure the tires are available.

Initially, I was just thinking she would handle oil changes, state inspection, tire rotations, but now she can book diagnostics, tire replacements, and another thing I'm impressed with is recalls. She can say, "Hey, you have an open recall. Would you like to take care of it?" We looked at three or four different companies, and we all landed on Brooke. In my opinion, she did the most, and she actually was not the most expensive.

We're actually closed on Saturdays. So before Brooke, how many did we lose because they called up another shop or independent that was open on Saturdays?

Sarah Hall, Internet Manager, Johnny Londoff Chevrolet

We had really high turnover in our service BDC, and that's a large department in our dealership. Currently, we are using Brooke for inbound service only. We were one of the first dealers on Brooke and have had her so long, we have tried many avenues. We have tried all the tracks: as the primary, for overflow, after-hours, just by herself. Right now, we have Brooke as the first person customers talk to if they call in to schedule a service appointment. We look at Brooke's negative calls, which there are barely any; we look at her appointments scheduled and the percentage that she does. We have a call with our Proactive Dealer Solutions rep who dives into all of those numbers for us and listens to calls. The appointments that she schedules after hours and on weekends are always a WIN.

One of our problems is that we are really low on techs so we are scheduling appointments two weeks out. Unfortunately, that makes customers think the AI isn't working well because they can't believe an oil change is that far out. This month, 351 calls went to Brooke, and she booked 151 appointments. Our numbers are going to reflect our internal issues. Our book appointment rate is 67%. Brooke picked up 45 after-hour calls in 5 days last week. The only calls she ever has a problem with are the ones she can't understand, and she has gotten better at that.

When we first started, she sounded like AI, but now her voice sounds normal – we have some customers who think she sounds like a real person. Our customers are used to working with her at this point. If they hang up on Brooke, it sends a notification and the customer is called back immediately. We had a four-person BDC and now we have only one.



Leveraging 30+ years of automotive call intelligence from thousands of dealerships, Car Wars launched Cari in late 2023. Now deployed across roughly 100 rooftops, Cari is the only AI receptionist and service scheduler built by the phone experts on top of an industry-leading call tracking system.

Cari streamlines call flows, improves booking efficiency, and delivers a consistent, professional customer experience - all with the complete visibility of Car Wars' trusted reporting, recordings, and CRISP methodology.

1. Acts as an intelligent receptionist, ensuring callers are efficiently routed to the right destination or a live staff member through warm transfers.
2. Understands caller intent, service needs, and natural speech patterns common in automotive retail in order to provide exceptional customer experiences.
3. Integrates fully with the broader Car Wars platform, providing complete insight into call analytics, booking performance, and customer interactions.
4. Handles service bookings, after-hours demand, and high-volume periods automatically, giving advisors more capacity to focus on customers in front of them and drive high-value outbound calls.

Wade Johnson, Service BDC Manager, Groove Toyota and Groove Subaru

Cari has made a huge improvement in our basic service appointments and taken a lot of weight off my team so we can focus elsewhere. Currently, we are only using it for Express Services like oil change and tire rotation and also after hours for missed calls. We're looking at the Cari receptionist to start soon. And our next addition will probably be alignments, transmission flush, and maybe later, brake jobs. Cari will look at our first available appointment and the time frame needed for the op code. She will also upsell because she's looking at declined services. "Welcome back Wade, are we looking at your 2024 Camry?" She has been achieving a 45% appointment setting. She touched 2500 phone calls and made 776 appointments last month. She takes a lot of the basics off your plate.

As we develop her and learn what to offer within xTime, she can get into some higher level diagnostics. We have to make sure xTime is giving her the right information. It's important that your service scheduler is set up so that it's clear what's available to the customer. If she's not programmed to handle a specific question, the call will roll over to an agent. If the word 'recall' is said, she automatically transfers to the recall team.

In the reporting, advisors can look and see how many times they talked to the customer; they can listen to the recording. It's important to have somebody to mind the system and listen to the calls. The system is only as smart as what we give it. We benefited from having a call center that made the op codes cleaner.

Operational Director, multi-dealership automotive group in central US

As soon as Car Wars released Cari in February, we were one of their alpha dealers and helped set up their integration with Reynolds and Reynolds. We are comparing Cari side by side with STELLA. We want to help them be better for the customers. We wanted to do outbound calling and, for us to do that, we needed to take the overflow and the entirety of the inbound calls off the BDC plate so they can make outbound calls and bring money back into the dealership. I've got both companies handling every one of our inbound calls and functioning at a 74% booking rate right now. Cari was built off a phone system which has a database full of phone calls and has knowledge of the way people communicate so the natural language model that Car Wars works on has been a bit of a better experience. It's a lot easier to flow in the conversation. They ask questions like a real person would.

We can adapt the script to whatever we want it to say. "I'm Cari, your digital assistant. I can book an appointment in two minutes or less, let's continue." I have Cari and STELLA using the exact same process. I'm looking at a 74% booking rate off of an 82% call handling.

I took a lot longer to adopt the process because I was worried about how our customers would take it. If I had just let it run and given the information up front, we probably could have been successful more quickly. Just recently I said, "I am ready to let her loose. Let's go."

In our Cadillac dealership, which was the hardest customer base for AI adoption, we put out marketing materials to help convince them it was an easy process and just as simple to get someone on the phone; we'd still follow up with them personally. We got buy in from the advisors to help sell Cari personally. I've got a Stellantis dealership on Cari as well, and we weren't sure how that customer base would respond to AI since it was a new dealership to us and a new OEM. Right off the bat, we got high booking rates from that store.

We had a call with Car Wars a few weeks ago to talk about developing a sales program. We discussed all the issues we might run into and the fact that the standard sales customer, when they call in, has already done all the research. They know everything that they want. An AI can give them general information. I am trying to determine the value that the AI can bring in the sales process.

I would recommend Cari because Car Wars is our phone provider. I like to call one vendor when I have a problem. It's really seamless if you're using their phone tracking and their phone tree and their routing. All the information is already there. Car Wars is a great partner. I can ask for improved reporting and it happens quickly. I've got one dashboard that I can log into and I can make all my changes in one go.



In January 2025, ID Privacy AI's Conversational Agentic AI product became operational and active in over 100 active dealership rooftops. They also have three direct OEM partnerships, via Shift Digital and Unite Digital, with Mitsubishi (Tier 1 and Tier 3) Nissan (Tier 3), and INFINITI (Tier 3) and are in active discussions with BMW, Volkswagen, and others.

ID Privacy AI's technology is built from the ground up; the entire stack is engineered for automotive-grade performance, compliance, and control.

1. Proprietary AI Infrastructure & Secure Stack

We built our own end-to-end AI orchestration layer – not relying on third-party middle platforms – which gives us complete control of the data, compliance, and performance. The Privacy-AI architecture ensures full data ownership for the dealer, OEM, and enterprise partner.

2. Full Agentic Orchestration & Extensibility

Our platform runs on our own Agentic AI orchestration engine, allowing us to create, fine-tune, and deploy new AI agents at scale in mere days. We can customize voice, tone, logic, and workflows for every OEM, dealer, or campaign with precision and brand alignment.

3. True Omni-Aware Inbound & Outbound AI Voice Engine

We are fully inbound and outbound. Our Voice-First AI agents can initiate voice calls, make outbound calls, take inbound, converse via SMS, and email.

These agents maintain context awareness, channel awareness, and journey awareness. They keep memory, maintain context, and nurture internet leads, follow up on responded and un-responded quotes, and schedule appointments all 100% autonomously.

We blend conversational AI with CRM data to execute end-to-end lead management, increasing engagement and conversions dramatically.

4. Privacy-First, Compliance-Driven, and Human-Tuned

Operating under a privacy-first compliance model built for automotive retail, every agent is FCC, TCPA, and OEM-compliant, with full audit trails and brand controls.

Plus, human-in-the-loop fine-tuning ensures each AI sounds natural, empathetic, and on-brand.

Shawn Burst, Founder and CEO, DirectMail.io (Reseller with 50+ dealer clients)

DirectMail.io is a direct mail software platform with a big footprint in the automotive business. I went to Albert and said, 'What if we took our direct mail pieces, we worked with you guys to train them in your LLM, in your large language model, and then we can offer an alternative to these call center services at a reduced rate with a more predictable product.' We're sending out 50,000 - 100,000 pieces of mail and we're getting a 3-4% response. So there's 3,000 - 4,000 phone calls coming in. What we found was his AI agents were setting appointments at a better rate than a live call center. He's answered between a half a million and three quarters of a million phone calls for us to date. The service that they provide has just been just unbelievable from a quality standpoint. They're willing to innovate and integrate into our system. Our overall relationship, I couldn't ask for anything better with a tech partner. We're a direct mail company, and we have a call tracking number on our mail pieces and instead of it going to a live call center, it's diverted to the AI. The AI is taught on each mail piece for each dealership how to answer pretty much any question and set appointments. We're even integrated into xTime and the service schedulers. We're answering the calls for a tremendous amount of dealerships for service and for sales and for all different types of promotions. The AI does a fantastic job moving the call down the funnel to set an appointment. We used to use the human on some and the AI on some and now we use AI only because the AI was outperforming the humans for a cheaper price. AI's setting somewhere in the 65% to 70% clip. On 100,000 pieces of mail, it's saving the client \$4,000- \$5,000. It's a good proposition when you can offer a better service for a cheaper price. That's kind of the holy grail. I recommend him to everybody that I talk to because they did that fantastic of a job for us.

Neil Hutkin, Operations Manager, Opulence Auto Group

I'm always trying to be ahead of the curve. In April, I started with service. ID Privacy did a good job doing service, so I added it into sales, and now it's doing contacts and recalls. My AI, Mandy, is more effective than humans, Through phone calls, emails, and texts- she gets a hold of the customer.

When the BDC gets a lead, they'll follow it for the first couple of days and if they don't get hold of the customers, they drop it. According to Mitsubishi, new car customers are 120 days out. My BDC or sales people won't follow a lead that is 20 days out or longer. Mandy does. She's bringing those people back to life.

I don't need as many agents. Where they might make 150 calls, she's making 1000. I have Mandy doing recalls and declined services. She speaks Spanish and English. I have multiple agents set up for different functions. She books the appointments. She's tied into xTime for service, so she knows what available schedules are. If there are declined services marked in the RO, she'll follow up. As far as sales, she takes the leads and provides them with information; even sends them a link for a credit app if that's what they want. She's doing a really good job. I have it set up where it sends an alert to myself and my lead BDC person, in case they're tied up and they don't see what she did.

She handles inbound calls for sales after hours or if it's not picked up after four rings. If they ask for a specific car, she'll give them all the information about that car. If they're asking if the car has certain equipment, she'll answer it, because she's tied right into our inventory.

I can customize her to respond in certain ways to certain questions. She has a list of all the sales people. She can do a warm transfer to make sure they pick up the phone and then transfer the call so it doesn't go to voicemail.

I just talked to my account team at ID Privacy and had them set up a recall agent because there's a bunch of recalls. I uploaded the Excel file that Mitsu gave me of our customers, which was about 1400 customers that had this open recall. Also, there was a list I sent them of 103 customers who have not come back for their first service, and they're setting up the agent to reach out to those customers.

Here's how smart Mandy is: A customer called to schedule a service appointment while she was driving in the car with her children, and she was talking to Mandy. She stopped talking to Mandy to talk to the kids. When she came back. She said, 'I'm sorry, we're on our way to soccer practice.' And Mandy says, 'No problem. Let me know when you're ready.' The customer pauses, comes back, books the appointment, and Mandy says, 'All right, I sent you a text message to confirm the appointment.' Customer says, 'Great, I just got it.' And Mandy says, 'Have a great day and have fun at soccer with the kids.' And that was in the early stages. I was totally sold.



Deployed in late 2023, Mia is operational in approximately 300 dealerships.

Built by car dealers, for car dealers. Mia's team is built of industry veterans. With over 100 years of dealership experience across internal teams, Mia has a deep understanding of dealer pain points and needs. This knowledge drives every decision we make and helps us connect deeply with our dealer partners to build the solutions they want.

1. Mia has 35+ integrations into dealership systems across CRM, inventory management, schedulers, and DMS.
2. Truly human-like latency at under 2 seconds.
3. Fully customizable with over 150 configurations per department. Mia's capabilities and functionality can be shaped for each dealership's unique operations.

Josh Utley, Service Director, Earnhardt CDJR

I want every guest, every single one, handled. With Mia, we don't miss any inbound phone calls. Ever. She is handling all the inbound and can direct it where it needs to go. We are now making 40-50 appointments after hours every month. Before Mia, customers would leave a voicemail, and you just hoped the service advisor opened his mail or that he wasn't sick that day. She is containing 60-65% of all service and parts calls, a better job than my in-house BDC because she's scalable. Mia could take 100 calls at 7 am on Monday morning. Having Mia also gives my BDC the opportunity to make sure all the recall opportunities are handled. Mia will text the advisors about customers who are calling for a status update.

We primarily use Mia in service, but I did turn it on for sales and in the first hour I had it turned on, we missed a sales call, Mia answered, set the test drive appointment and three hours later the car was sold. Our Toyota store is very hot on using her in sales so Mia takes every call – sales, service, parts, and she can direct it. They have been wildly successful. Our Toyota store is different than Stellantis which is different than our Ford store. Each has their own unique process, and Mia is very flexible.

We do texting at our store with a Mia tool. We follow up a missed call with a text – “Did you get your questions answered or is there something I can help you with?” The majority of our customers, 80%, will respond back on that platform with their question and continue the discussion. If Mia can't close the appointment, the BDC will step in to ask if the customer has time for a quick call.

Mia handles special order outbound calls – my first test was 120 calls over 30 days. Out of the 78 that were callable, Mia booked 35 appointments in the store resulting in \$18,000.

It's on the whiteboard to get Mia involved with Parts. It's going to be a lot of work but not impossible. We keep pushing for it because we have a lot invested there, and it would be advantageous for that group.

We do a lot of twists and turns and tweaks with the texting, the outbound calls, and the special order parts and they have really molded to what we want. We're happy to have Mia as a partner.

Kevin Grant, General Manager, Olathe CDJR, Nissan of Olathe

I wanted to eliminate bridges where you hit 1 for service, 2 for sales, 3 for parts. Customers don't like that anymore. I wanted one stop if the customer calls in, they can get a question answered or schedule an appointment, whether it's sales or service and no buttons have to be pushed. They can ask for the person they want to talk to, and they don't have to be transferred to another department. Let's do it in one stop – and that's what I found in Mia. I signed both my stores up. Everyone that Mia talks to, she's setting an appointment with – 71.8% for both sales and service. I don't know anyone with those kinds of numbers. We went from 25 appointments a day to an average of 41. We had a record month in Nissan service last month. Nissan went up about \$60,000 in fixed gross, that's parts and service – a 70% increase. We went up 15 appointments a day by switching to Mia. Our Stellantis store is a little slower but it's setting 60% appointments, but not the 74% of Nissan.

As a receptionist, you can ask for a name or ask for somebody in dealer trades or titles, whatever verbiage you use, she knows where to find those people. Before we signed up, we tested and called other dealerships. We liked that we didn't get put on hold, and we weren't transferred. She said "What can I help you with?" and I said I want to schedule service and she said "I can help you with that." On the dashboard, I can see the calls where they didn't love us and you can go in and listen to those calls. If someone is not answering, she will send a message in the CRM.

Our sales team and managers were a little skeptical so we gave them the Mia phone numbers 72 hours before we went live, and they tested it by looking for a used Subaru. Mia provided details about the three in stock with year, model lines, mileage and ended by inviting the customer to come in for a test drive. She can go in the CRM, send the lead, and document the customer's phone number. The sales manager was sold.

numa

Purpose-built for automotive dealerships, Numa's AI platform was deployed in 2021 and now serves over 1000 dealers. It unifies conversations across voice, text, and chat into a single, streamlined Inbox. Numa automates critical customer operations like appointment scheduling, service updates, and back-end workflows.

AI-Native Unified Inbox

Every customer touchpoint (calls, SMS, voicemails (with transcripts), web chat, and internal notes) lives in one searchable thread, augmented by AI summaries, "write-it-for-me" replies, prioritized to-dos, and DMS/RO context.

Dealer-First Mobile Experience

A full-function mobile app mirrors the Inbox and AI features so advisors can work in-lane or on the shop floor. This includes click-to-call, two-way messaging, transcripts, tasks, and manager alerts.

Call Intelligence & Heat-Case Recovery

Numa flags at-risk interactions early and converts them into actionable tasks and escalations.

Specialized AI Agents Tied to KPIs

Purpose-built AI agents automate real service workflows (Opportunity, Task, "Sell the Job," "Write-it-for-Me," Language translation), integrate with the DMS, and keep humans in the loop.

Youriy Demidko, Chief Information Officer, Fox Motors

We tried lots of solutions, not that they were bad, they just didn't work for us. I wasn't particularly keen on the fact that it took about 3 or 4 minutes for an appointment to get scheduled. It didn't solve our problem: people going to voicemail. We wanted to make sure that every customer's call is picked up and any level of follow-up that's required will then be accomplished. Not every call that goes into a car dealership is an appointment call. Sometimes people have other questions specifically to the service department. We needed accountability on the back end, and that is what differentiated Numa. On the third ring Numa picks up. There are a couple options the way Numa handles it. We really liked the opportunity to send the customer an xTime link, and they can schedule their service right there. In every location we put that in, our online appointment percentages went up between seven and 15%. If the person just wants to check in on something, Numa will essentially take in the information similar to a voicemail, but now it goes into the Numa system. So if that phone number is associated with a repair order, it would then associate the proper advisor that's on the repair order, and it will drive everything toward text. An adviser will get nudged within 30 minutes by NUMA saying "Hey, you need to follow up with this customer" and if the adviser doesn't do anything at that point, it escalates to management. Virtually all of our problems with people not following up with customers went away.

If you call one of our stores and you hang up, Numa will shoot you a quick text and say, “Hey, sorry we missed you. Is there anything we can help you with?” And if you reply, it’ll start the conversation. I have received multiple unsolicited pieces of feedback from general managers straight up telling me that complaint calls from customers saying they couldn’t reach anybody virtually went away. I will wholeheartedly say that the service advisors love it. It also has interdepartmental communication - you can communicate about a repair order together without having to go and have a side conversation. Numa creates a task list for the person: Here’s what needs to be done in this conversation. The AI picks up facts from the conversation and checks that task off for you.

If the customer starts speaking in a different language, it will translate to the adviser in English automatically. When the advisor starts typing back in English, it will reply in the customer’s language, which is pretty sweet.

The service advisor can type in a basic text to the customer, click the button, the AI will write an empathetic message about what’s wrong with the car and how much it will cost. Now, that’s a cool feature.

There have been very few home runs in my career, but NUMA was one of them.

Nick Ruffalo, Director of Fixed Operations, Rohrman Group

I am a fan of AI. You don’t have to worry about someone calling in sick or taking days off. We want to make sure our customers are being handled and their concerns are taken care of. Numa outshines others in a couple key areas. I like keeping the human in the loop. The AI can take the call, and if it’s going in a direction that the AI can’t answer, she can reach the service advisor through Numa’s portal. Numa also has a built-in AI that can respond back for the service advisor in the most professional way after they just type in a few keywords. If a consumer is mad or if the service advisor misses a deadline, the notification escalates through the management chain pretty quickly. I have not received a single escalation since we turned on Numa. I believe the accountability is much higher because of AI.

If our service advisor doesn’t pick up a call, Numa will take it. Our service advisors operate Numa right from their cellphones, laptops, and computers. As soon as the message comes in, they are alerted to any call that Numa couldn’t handle. Those inbound calls that my BDC got that they could not answer, my Numa takes over and within 15 minutes or less the call gets escalated if the service advisor did not respond back into the portal.

We are going to be a beta store for the next 90 days as we start to push appointments into Tekion. Numa can take the appointment, read my scheduler, set up the appointment and she can give you a status. Numa is becoming pretty well-rounded and sophisticated in service operations updates. I would like to have Numa read declined services and recommend them to the customer, just like a service advisor would; that’s my vision.

The next discussion I am going to have with Numa is about doing outbound calls.

The advisors love it. When our advisors are responding to customers, the AI can create professional responses back. It saves a lot of time for the advisor.

Numa recognizes the customer and links them to the advisor and notifies the advisor. All customer conversations are stored in the Numa portal; two weeks later, we could pick up right where we left off. It transcribes all the voice messages. It’s almost like the cellphone is off and you have a voice to text. You respond back without listening to your voicemail. We are calling back 100% of the calls we miss.

90-Day Highlights

- 15,320 Total Calls (54% Service-Related)
- 21,357 Text Messages Sent (50% Automated via Numa)
- 529 Hours Saved through automation (~ \$39K per quarter)
- 435 Appointment Leads Generated
- +5% Call-to-Appointment Conversion Lift (~ \$306K added revenue)
- 14-Minute Average Response Time (vs. 30+ min industry average)

Quarterly ROI Breakdown

ROI Driver	Calculation	Quarterly Impact	Annualized Impact
Call Conversion Lift	+5% × \$400 RO	\$306,400	\$1.22 M
Automation Efficiency	529 hrs × \$75/hr	\$39,000	\$156 K
Appointment ROI	435 appts × 95% × \$400	\$165,000	\$660 K
Total ROI	—	≈ \$510 K / quarter	≈ \$2.0 M / year

Operational & Staffing Impact

Before partnering with Numa, Rohrman operated with **22 BDC agents**, each earning an average of **\$46,000 per year**.

With Numa's automation and inbound call handling, staffing has been optimized to **13 agents** – a **~50% reduction** – while improving output and response times.

By automating half of all customer texts and over 500 hours of advisor time per quarter, Rohrman's **centralized BDC** now operates at a **3-to-1 call ratio**, handling more interactions with fewer employees.

With Numa managing inbound communication, we've been able to reduce cost, improve accountability, and respond faster than ever. It's been a complete game changer for our team and our customers.

Sherry Thomas, Shared Services Director, New Century Autos

I was an early adopter of Numa, and this is my second job where I've used Numa. The first time around I used them in a larger group of 16 dealerships. Now, I have brought Numa into the three dealerships I oversee. Here, we were missing too many calls. It was difficult for me to figure out if customers had been responded to and if issues had been resolved. Customers were landing in black holes.

We use Numa for everything. We know about any missed calls, even during work hours, for sales, service, and parts in all of our stores. Numa will engage with the customer. If they are trying to get to a direct person, they will ask the customer if they will text – It goes into the dashboard so we can immediately respond back to the customer. For every department, we have a bucket and the call gets assigned accordingly within the department.

If you want to allow Numa to schedule an appointment, it can do that. We are about to start testing that in one of our stores. Right now, if the customer wants to schedule an appointment, we provide them with an online link to do that. Or we can have an agent respond back to them.

Another reason I am a huge Numa fan is because their training is simple and their integration is so fast. They are easy to get hold of. That is an anomaly in our industry. I love that Numa does away with the old school voicemail. If someone on my team is out, I can see any customer that is trying to reach them in their dashboard. Numa eliminates the mystery about who is leaving a message, where the message is, and who is following up. That is a big WIN. And to have visibility as managers to see who's not picking up their calls, returning messages or following up. We can track all that. The visibility and accountability has grown tremendously. Numa does a great job of labeling. So when that call comes in, it might say open repair order or status update – they need a reply. The dealer sets their own escalations – we expect our team to respond in 30 minutes or an alert is issued.

Numa is also doing automated outbound for declined services, and the BDC uses Numa to handle appointment confirmations. We always do a phone call and follow up with a text. If we're trying to book service, we also do a phone call and text. The moment a customer says they accept text, we respond to them via text. It makes it easy to transact with us. It's wild to see how much more we are communicating with our customers now. In 2025 so far this year, we have sent over 50,000 text messages from just one dealership; and we've received 25,000 text messages. Last year, we sent 12,000 texts and received 8,000 – a quadruple difference. We are big on connectivity – meaning that the customer connected with someone or landed where they desired to be. In 2024, we were at 82% and now we've achieved 99%.

We are Chinese-owned and in the midst of a huge Chinese population. Numa speaks 150 languages so it can text and automatically translates.

One of the great features is Sell The Job. Numa will look at the repair order and pre-write for you what communication it suggests to send to the customer. Likewise, there's a tool called Write It For Me that also assists the advisor in talking with the customers.

Anytime an employee interacts with the customer, the thread is captured forever. The texts or telephone numbers don't ever disappear. Each person has their own Numa number and the customer will always go back to the person they were chatting with before.

The key to success is making it easy and convenient for customers to transact with you and being easily available to them. Numa is such a big part of that for us.



Pam is an AI customer experience platform that covers every digital door of the dealership—inbound and outbound, service and sales, phone, text, and chat. In its first 18 months live, Pam has scaled to 450+ rooftops, growing side-by-side with dealer groups and partners. Even more importantly, Pam has maintained 95%+ rooftop retention.

Strategic Partnerships:

- Tekion Strategic Partner serving 100+ Tekion rooftops
- Dealer-FX Preferred Partner

Pam consolidates the dealership communication stack into a single, integrated platform:

Inbound Voice AI

- Functions as a 24/7 receptionist for both variable and fixed operations.
- Answers, routes, and books calls so customers reach the right destination.

Inbound Multichannel AI

- High-quality experience across SMS, website chat, and online schedulers.
- Meets customers where they are, on the channel they prefer.

Call Analytics & Tracking

- Consolidates AI performance and call analytics into one place.
- Tracks calls answered, missed, contained, transferred, and booked.

Outbound Voice & Text Campaigns

- Automated outreach for service recalls, declined services, inactives, and outbound sales lead follow-up.

Service scheduling with deep capacity controls

- Books into scheduler respecting advisor load, bay capacity, and OEM rules.

BDC support workspace

- Agents/advisors manage and handle all communications from one place.

Bill and Ryan Knight, Dealer Principal, Knight Automotive

We use Pam in our service BDC. We get about 8,000 calls a month there and we were just looking for a better way to handle the call flow. The Ford stores are complicated. Multiple power trains, multiple issues, a lot of recalls. Pam really wasn't ready for that so I would say we learned together. Pam will transfer the call if the customer asks something that they can't handle. Anytime they don't get to the call, it's answered live by Pam. Also, after hours, it's answered by Pam. The turnover is typically higher in the BDC. An agent would quit and all of a sudden everyone's going to voicemail. One of the best things that Pam does for us is constantly answer the phone. We've set up pretty specifically what we will allow to be scheduled. Pam still takes all requests and then it sends an email to our BDC and to the service manager and says, "Here's the request. Here's the transcription of the call."

Pam's got a great dashboard. In the last 30 days, you can see status checks, service requests, messages left, instant drop off, hang ups. You can look at booking rate, time saved, total revenue generated. In the last 30 days, it says we've saved two days and 20 hours of time.

All of our capacity managers are in there so Pam's not scheduling appointments that we can't support. The biggest KPI to address was that we're answering the phone and we're not sending someone to a voicemail. We have a 61% booking rate, it's doing what we what we wanted it to do.

Every day I can look and say, "Okay, here's how many calls ended up with Pam." We're really not trying to replace people, we're trying to enhance the customer experience. I do think our growth in service can be somewhat attributed to Pam.

Sam Mull, Service Manager, LAcarGUY

We tried three different AIs across 12 stores. It's a competitive field right now and hard to find which one is better than the other. We wanted to get calls answered without hiring another person. The reason we chose Pam is the trajectory – it's getting better faster than the other companies. It's learning, growing and doing what we need for each different store. All inbound calls to the stores go through Pam. And she responds to text messages from customers. She does act as receptionist, but we haven't unleashed the full potential of it on the sales side yet. It taps into our CRM, DealerFX, which is helpful because it's integrated in the app – it knows who the guest is, their car, what service they're due for.

Pam can answer a lot of questions right off. Our average call is about 2.5 minutes. We were able to restaff a lot of call center people. We used to have five and now we have two. We averaged 38 service appointments before Pam and now we are at 52. The call volume is the same but the two people we kept now focus their time on outreach for recalls, follow up and things we always wanted them to do.

All the calls are recorded, and Pam ranks the calls on the customer's demeanor. I listen to anybody that is below 85%, and that is where I find most of my tweaks. It automatically assigns tasks and any question that Pam can't answer is assigned to one of the two representatives.

One of the reasons we went with Pam is that their account service response time was instant, whereas other companies might take 24 hours to respond, 24 hours more to make a change, sometimes longer.

I see text message outreach in our future, possibly email. We are in beta testing with them right now. Our customers will get service text messages and instead of waiting for a rep to respond, Pam will provide an instant response. If you can get an engaged text message back and forth, that has a higher close ratio.

The team at Pam is excited about their product and very open to our feedback.

Chris Legg, Marketing Director, Ourisman Toyota of Woodbridge

I have been looking and comparing companies for four years but never felt comfortable putting AI on the phone till this year. We piloted with two companies and chose Pam. The customers seemed to like her and, when I listen to calls, 90% of them think they are talking to a human. She is so relatable. “We really appreciate your help” – Customers don’t say that if they think they’re talking to a robot. And she is learning so fast – she picks up on verbal cues, certain tones, accents and dialects. She can pick up on calls that I can’t even understand the customer. Pam has been willing to adjust their AI quickly for us.

The biggest problem at most dealerships is getting hold of service and talking to an advisor. At all our stores, it might be 8-10 minutes on hold trying to talk to a real person. We can only staff so many. So we decided to take that phone call off their plate. Advisors have the hardest job in automotive; being constantly hit from all angles. Do customers really need to talk to a human to book an appointment if they’re calling in? No. Pam is booking 30 plus appointments a day on the phone. Over the last three months, each month she’s saving our team eight days total of phone time. 8 X 24 is a lot of hours saved. They can better serve the customers that are in front of them or who need an update.

Our service appointments increased dramatically as soon as we turned Pam on. We saw an increase of 25% per day. The customers were always there; we just weren’t helping them. We can get 300 calls in an hour, and Pam has an 82% booking rate. She can handle about 66% of phone calls without a human involved.

Pam is on 24 hours a day, and she’s also the receptionist on our phone tree. We tried her on sales but ultimately decided to let her transfer calls to the sales people because they pick up the phone pretty fast.

We just started outbound campaigns with her focusing on recalls, and we’re going to continue to add more to that. The first week we booked about 13 appointments from it. I definitely see a lot of use cases for Pam.

On one call, the customer mentioned that she was having trouble connecting her Bluetooth and the AI walked them through a trouble-shooting scenario.

The team at Pam is constantly trying to work on their dashboard and asking me what I want on there that would help me better. I get a level of support that you don’t normally get in this space. And I think their technology is the best.

ScaleVoice

Operational in 2023, ScaleVoice serves over 260 dealerships.

ScaleVoice features:

- AI BDC and outbound sales calls, inbound service calls with a human-like voice that seamlessly update the dealer's xTime, VinSolutions, or any CRM and DMS.
- Native integration within the CallRevu ecosystem.
- Proven scalable outbound engagement engine.
- Trained and tuned on hundreds of thousands of real calls specific to automotive.
- Voice AI digital workers fully customizable at the store level. ScaleVoice can even clone employee voices.

Achieving an impressive 8.5 CSAT score, ScaleVoice ensures that every interaction feels personal, while reducing wait times and enhancing customer satisfaction.

ScaleVoice seamlessly integrates with your existing CRM, ERP and software stack, automating data entry and customer journey tracking to save your team time and reduce manual data entry tasks.

Jason Pedroza, CRM Director, Cardinale Automotive

I currently have ScaleVoice in 15 out of 28 stores. We wanted our phones answered and appointments being booked. She handles overflow and after hours. We began to realize that our customers were calling at midnight or 3 and 4 in the morning. And we also found that our advisors aren't great at answering the phones. So we determined – they're probably not great at returning phone calls either. And there's the person who calls at night and wants to come in the next day.

We are going to be doing more with appraisals. We want to sell out of our drive. My AI is taking a phone call and bringing me an appointment, why can't she just handle asking for the appraisal? Press 1 and that prompts my used car manager to call back the next day. The technology exists for her to provide a soft idea of the vehicle's value just by the VIN and the general package.

We believe in ScaleVoice and like the data. We have a different service scheduler in the store depending on the brand. Your service scheduler is essentially the brains for everything. If it's not up to date and you don't have the output set up correctly, and you don't have limitations on how many transmissions you take on a weekend, then just having AI will fail – because that's where it is referencing the information.

In the phone tree, if you hit 1 to book an appointment and our advisors don't pick up, then it gets picked up by AI. The AI introduces itself and lets you know it's a virtual assistant. If you prefer to speak to a human, they will send an email and tell the human to call back.

It's been creating appointments at a 24% rate.

Leon Correll, Director of Fixed Operations, North Hollywood Toyota

We tapped into ScaleVoice because we were already working with CallRevu. I have four BDC representatives strictly for service. We were not looking to replace our BDC; we implemented this for the overflow and missed calls. We want to talk to everyone that wants to talk to us. If someone calls in and no one picks up and they click for service, the AI picks up. They can either make an appointment, which they do all the time and then we have to put it into our DMS because it's not compatible yet. They are working on it. If a customer's requesting a callback, the advisor gets an email with the customer's information, and we give them a callback within 10 minutes. It asks for the name, phone number, and type of vehicle. It makes the appointment and gives the information to the customer.

I know that we're not missing any calls now because it works when we're closed. When we get here on Monday, we have 30 appointments already set that we go in and confirm. Tuesdays and Wednesdays were usually our slower days before we started this – probably at 70 appointments, and now we're up to 89.

We don't want a customer to call in for an update status and be placed on hold for an advisor that is not at their desk. It's a no brainer to have ScaleVoice in place. I wish I had known about it sooner.



Spyne's conversational AI platform – Vini – became operational in 2025. Pilot testing was conducted earlier this year with dozens of dealerships, incorporating dealer feedback in real time. The pilot delivered strong results, validating the platform's impact on lead engagement and customer experience. Encouraged by this success, Vini is being scaled across the United States, continuously enhancing it through proprietary large language models and voice-to-intent frameworks optimized for automotive retail use cases.

Currently, 20+ with 30+ dealers ready to go Live in another month.

We offer 20+ customizable agent types such as recall or instant response, each designed to automate specific dealership workflows and customer interactions and custom trained to match your dealership process.

AI-Native Digital Retail Experience

Spyne delivers a unified AI-native experience, seamlessly connecting merchandising, Smart VDPs, sales, and service. Our platform uses AI to power visuals, personalized pages, lead engagement, and 24x7 support, creating a connected dealership journey.

Data-Driven Custom Agents Focused on ROI

AI agents are designed to fit specific workflows and goals of each dealership, while learning from their CRM, DMS, VoIP and sales & service.

Murat Deljanin, Sales Director, Paragon Honda and Paragon Acura

We love working with developers and products that get better as we give our feedback rather than a fixed product where we are paying for a solution. We were looking for a mass solution for the organization where it could help us with a lot of campaigns we were working through. Spyne asked us to listen to their AI, and we thought it was the most realistic one. They allowed us to give them scripts of how we would like phone calls to be handled, what a conversation should sound like. We have them focused on our outbound recalls because we think there's a huge need for that in our fixed operations side, especially with the amount of recalls for Honda and Acura products. We don't want the workforce to try to make over 30,000 calls. After a handful of calls and lots of no answers, they get less efficient. With AI, we were converting appointments on 13% of the calls. Normally, you only get a 30% answer rate. We tested some older recalls and were able to book 250 appointments out of 1500 calls.

AI is also on our Honda VDP page for used cars to answer consumer questions on cars they are interested in. She is handling our overflow on sales opportunities and service appointments as well as talking to customers who want to give us a direct call.

In service, she sets the appointment, pushing it through xTime. She sends a ping when a loaner is requested. We offer complimentary pickup and delivery on service, and she handles that interaction. We are weaning the BDC off of the phones so they can handle the logistics as the appointments get pushed through.

The appointment set rate hovers around 85% which is better than the BDC, who would often take the consumer down a black hole with too many questions or information. AI has allowed us to shrink that department because we had a lot of overhead staffing 14-hour shifts. We were able to save \$16,000/month because of reduced overhead. We went from 20% dropped calls to 2%, which is huge on the volume of calls we get. We were able to reach out to 1500 customers with current recalls that our BDC would not have the ability to reach. We are around 20% on outbound calls to appointment sets for recalls which was in the single digit range when our personnel were handling it. We have 20,000 active recalls on Honda and about 9,000 on Acura. Any given recall can pay up to \$800 per RO.

I want to get to a point where 80% of our inbound and outbound calls are handled completely by AI agents and keep the best 20% performing reps we have on staff. We want the customer experience to be mind-blowing.

We love start-up companies because we know they can be the engine we need to get us where we want to go. And companies like Spyne need dealers like us to make the product bullet-proof. It's a match made in heaven.

Brian Parris, IT Director, Hiester Automotive Group

One of the problems that I'm trying to solve inside of our dealership is communicating with customers who are looking for updates. That's probably the biggest call volume that we have as well as customers calling in for appointments. We are trying to manage overflow for the BDCs, and we are looking into outbound declined service calls. We are evaluating and training her right now; we have our AI currently handling after-hours calling.

We want Spyne to have the call data in there so initially I gave them access to our call intelligence system so they could pull out good calls. We wanted to train her about what a good call sounds like, and we fed that into the AI initially. From there, we have used it for after-hours appointments. I am thinking that we will use it for recalls and declined services.

I'd love to turn it loose; I'm the biggest proponent of AI of anybody you've ever seen in your life, but we're still in the infancy stage.

If you're using technology properly, it should be a lift for you. Spyne is really going to allow us to get the humans in front of the people where they need to be and not stuck to a phone. I love Spyne's dashboard; it's super intuitive. It gives us summaries via email of everything that's happened after hours. It goes to our assistant service manager and our service manager.

We've taught our AI the difference between Quick Lube and the different repairs and appointments that would go to the main shop. So, she's able to delineate that and make sure to set the appointment appropriately. Somebody will call in and says, "I've got a 2024 Dodge 2500," so we taught her that Ram used to be Dodge.

She's very good with the VIN numbers. We've taught her to always use the last name of the customer. If the customer goes out of the box, she says, "I can take a message for you, and I can get someone else

to call you back. I'm sorry. I don't have that information available." We just call the customer back the next morning. But a lot of the calls that we're hearing, the customer really doesn't even realize that they are talking to AI.

I'm hoping by the end of the year we can have it fully in place. I have purchased Ava for CRM through CDK. So, it'll be interesting to watch the CDK side work on the electronic side for text messaging, emails, and lead handling while Spyne is handling the outbound and the inbound calls on that side.

I communicate with Spyne on a WhatsApp group and if something goes awry, I just message in the WhatsApp group and somebody responds quickly to make the change.

Whether companies want it or not, AI is coming and it's going to be baked into everything. When you start actually handling calls, actually scheduling appointments, when you start actually lead handling and putting priority on things, that's where the rubber meets the road and where your AI is either going to fail or your AI is going to make your business grow.



STELLA was founded in 2022 and born from a collaboration with top automotive dealers and investors passionate about delivering intelligent AI solutions to modernize customer experiences. STELLA is in over 300 dealerships today with some larger partnerships through strategic partners (not accounted for in 300).

- STELLA's suite of AI-powered tools—including STELLA IntellaVoice, STELLA Reception, and STELLA Service—enhance how dealerships interact with customers. **STELLA IntellaVoice** leverages advanced conversational AI to identify in-market car buyers, qualify leads, and engage prospects proactively. **STELLA Reception** uses natural language processing to handle incoming calls, answer frequently asked questions, and route calls. **STELLA Service** automatically schedules maintenance and repair appointments, sends reminders, and provides real-time updates to customers.
- **Multichannel booking via web chat, SMS and voice:** STELLA has the ability to switch between voice and SMS.
- **Dashboard analytics reporting:** STELLA provides real-time insights into call performance and conversation analytics.
- **SOC-2 compliant, closed platform:** STELLA's closed platform helps maintain data privacy.
- **Automotive language:** STELLA uses more than 270 op codes.
- Spanish-language support
- **Whisper technology:** STELLA provides caller details before transfers to dealership staff.

Grant Hocking, Director of Digital Strategies, Morgan Auto Group

We're using STELLA in 28 of our stores. We were trying to solve delays in call routing. When you have humans, eventually you reach your human capital bandwidth. We had a lot of customers who were being parked or put on hold waiting to speak to a human. We were mainly seeing two call types: status update calls and appointment requests. With the high velocity of requests for appointment calls, being able to funnel those to a basically unlimited staffed AI seemed like a good opportunity for us to reduce our inbound call volume. If customers hit the button for schedule an appointment, they get routed to STELLA. Our wait times have decreased dramatically; they were as high as six or seven minutes, and now they're into the seconds. Our overall call volume has reduced dramatically. Our need for a ton of BDC or service-sited agents has been reduced. We were able to weaponize them to provide more value-making calls with recalls or follow-up calls. Now that their time taking inbound has reduced, they're now able to effectively make outbound. STELLA does a great job of speaking English, and it does a great job of speaking Spanish, but it doesn't speak Spanglish.

First and foremost, we are all about the customer experience in a day and age where time is the most precious. The phone starts ringing and you can literally look down the drive and you see 10 phones to 30 phones depending upon on the side of the drive. And the worst employee in the dealership to pick up a

phone is an automotive service advisor because they are the busiest, fastest moving, lunch missing, dinner missing, some of the hardest working employees in our industry. And trying to funnel into that chaos is just not good for either side.

Operational Director, multi-dealership automotive group in central US

I use STELLA for service and appointment setting. We've been on STELLA since 2023, starting out as beta dealers. We just upgraded her voice about six months ago to be more human.

STELLA has done great in the Kia store. We used marketing materials all over the dealership to help educate the customers; specifically the generation that shopped there – 18-25 years old. We talked to the older generation about the ease of using AI and they bought in.

STELLA's implementation process is streamlined. They can have the system built pretty quickly, and they're quick to respond to any change I need to make. Their brand new reporting software is the best reporting software I have seen. As a dealer, when I'm trying to manage the system, I need to know what's broken, not what's working. And they can help me understand what's not working and why she's not at 100% booking. That's the best thing I can ask of a vendor.

If you're going to consider putting AI on your phone lines, you have to put the effort into building it. You have to listen to calls, tell your staff how to better manage it and give them the opportunity to generate revenue.

BDC Director, mid-Atlantic automotive group with 30 dealerships

We demoed a number of products and went with STELLA because the experience was better. There was very little lag time in the conversation, and it was very organic; the voice was great and very effective. We've been very pleased since the rollout in 2024, and we have continued to add her in more dealerships – totaling 27 now. The STELLA team has been phenomenally responsive.

Running a call center for almost 20 years now, we wanted to be able to serve the guests when and how they would like to communicate with us. With STELLA, she's 24/7/365; never takes a day off. She's answering at 3 am. If STELLA takes the load off of our inbound calls, then our BDC associates are able to make the outbound revenue-generating calls. I asked our employees just to consider STELLA as another BDC associate doing scheduling. I told them: She's allowing you opportunities. We're still receiving about 40% of the inbound calls because we have rule-based transfers set up, such as new customers and recalls.

STELLA asks for a call rating at the end of each call, and we are getting 8.6 and 8.7 ratings. Anything over 8.3 is considered a passing grade. Our initial benchmark was: For every 100 calls that hit STELLA, we wanted a 30% booked rate. We are well above that at 60%. We have seen an increased RO count since implementing STELLA.

The STELLA team made integration very simple. We could have a store up and running live in three days. We did a slow rollout in the beginning so I could monitor all transcripts and appointments. I would give my STELLA account service team 1000 stars. Anytime night or day, I can reach out to them and say "We're having this issue." They are incredibly responsive. I have a standing performance call every week and they want to know "how is everything going, what can we do for you," and the status of any fixes.

I am the BDC Director and I was the one who said I think we should look into this, and I'm really glad we did.

toma

With 200+ rooftops and in operation since 2024, Toma offers:

1. Personalized AI Agents That Act Like Your Best Employee

Toma's AI agents are co-built with each dealership to match their unique workflows, tone, and customer experience standards. Every agent is trained with the same processes your top advisors use, including safeguards like escalation rules and transfer triggers.

2. Omnichannel AI Built for the Way Shoppers Actually Communicate

In Toma's platform, one AI agent powers phone and text using shared training and integrations. This allows conversations to continue across channels so if a call drops, the same conversation can continue in an automated text follow up.

3. AI That Protects Revenue, Brand and Time

Toma is built to act smart and stay safe. Every conversation runs through Toma's built-in safeguard system that ensures accuracy, compliance, and control. From intelligent call transfers and "clawback" protection to configurable escalation rules and human-in-the-loop review, Toma's AI prioritizes the customer experience.

4. White-Glove Onboarding and Continuous Optimization

Every deployment includes hands-on onboarding and ongoing optimization from our dedicated team, ensuring each AI agent improves over time and evolves with the dealership's business. Toma maintains less than 2% churn across its dealer network.

Matt Garner, Dealer Principal, Downtown Auto Group

Toma has truly transformed our service and parts departments. We spent a lot of time and money trying different solutions, and just when we were on the verge of giving up, we found Toma. From the start, Toma delivered exactly what they promised – and then some.

I know it can feel risky for dealerships to remove the human element from customer interactions, but Toma does the opposite. It makes every interaction faster, smoother, and more personalized, while freeing our team to focus on face-to-face service and other important tasks, such as calling a customer with a specific concern, coordinating with warranty companies, or obtaining repair approvals. Any team member can step in at any time, take over a conversation seamlessly, and then hand it back to the AI – all without the customer noticing a break in service.

Toma Voice AI answers 100% of incoming calls, and the text-messaging AI automatically keeps customers updated, reducing the workload on our advisors. Every interaction is recorded with sentiment ratings, so

we're quickly alerted if a customer has a negative experience or struggles with the AI. Because it records interactions, we can also review how our employees handle similar situations. Honestly, in some cases, the AI handled issues better than our team, which helped us make adjustments and improve our customer service.

Onboarding with Toma was excellent. Their team guided us step-by-step, ensuring our staff felt confident and comfortable before going live.

In my opinion, Toma is hands-down the best AI on the market. It improves efficiency, strengthens customer communication, and even teaches our team how to better serve customers.

Service Director at a Honda dealership

The problem was we didn't have an internal BDC. The external BDC was doing a moderately good job. There were a lot of calls and emails coming back in with things they couldn't handle. They would email us hot alerts. My advisers on the drive were overly inundated trying to handle live customers and customers that called in for recommendations as well as the items coming in from the external BDC. It was too much.

The old process was If the customer pressed 1 to make the appointment, it would group ring to service advisors for five rings, about 20 seconds on average. It's a lot when you're the consumer on the other end. If the advisor didn't pick up, it would default to our outsourced BDC. Their agents were reading off prompts because their company handles a variety of dealers. So they'd have to pull up our store and all our parameters of what they can book; all those rules and nuances. It was tumultuous for the customer. So our goal was to simplify the appointment setting process: "I'm a loyal regular customer. I just want to book a routine service appointment." How do we avoid inundating the advisors and the calls being missed or dropped and then potentially losing those customers to going somewhere else?

Toma is booking every kind of appointment, not just express appointments. She's very, very natural. It doesn't sound like you're talking to a bot. It's a quick back and forth.

In the past month, I have 317 booked appointments. 18 were rescheduled by Toma automatically. Toma handled, without transfers, 77.25% of her calls, saving 13,378 minutes. That's time my advisers didn't have to take off the drive checking customers in, selling work, following up with their clients. That's not bad in my opinion.

Toma has phenomenal parameters that they set up with recalls. The dealer controls everything. Do you want AI to book certain recalls? You could set up parameters to book a recall two days out, seven days out, whatever you want. Then you can also have it do an automated follow-up email to the store. Anytime a recall is booked, I would get a follow-up email that would say: Mr. Smith booked a recall for a fuel pump replacement. And then I could go in and check, "Okay, do we have that part?"

With Toma, I've been able to utilize my advisers to do their own follow-ups from the days prior for CSI. The advisers call their deferred work from the weeks prior on their own. They're comfortable doing so now, whereas before they weren't.

I'm in talks with my GM currently about using Toma to do appraisals. They have an option where Toma will offer an appraisal feature and it can connect to the in-store used car manager who can handle the customer from there.

Toma's a relatively younger company. They're definitely moving very fast trying to be ahead of the curve and adapting new technologies. I have found my experience to be great with their account servicing team.

Brian Keegan, Service Director, Harvey Auto Group

I replaced my two previous systems because they were slow to respond, and there was a lot of lag time. People were talking over each other because there was silence. My last two companies were making two appointments a day, and Toma is making 20 appointments a day on average.

It's just one of those things you turn on and forget about it because it handles the calls and does a really great job. And they just keep advancing with really neat updates. The integration with myKaarma was simple, literally a list of phone numbers and extensions. It recognizes the customer's phone number and pretty much deals with every issue, soup to nuts. I quantify success by the number of appointments it's making each month. It has been steadily increasing; my stores are different sizes, but averaging between 300 and 600 appointments a month. Honestly, we were able to eliminate phone operators. We got more appointments, better and faster than a human. We were guaranteed that somebody would pick up the phone and talk to the customer. All of the calls are written down so you can see what the customer is saying. You can also listen to the temperament of the customers. If it's looking for a writer and can't find him it will send an email to the manager and to the writer: Mr. Jones wants the status of his car. The writer just responds: tell them I will call in 10 minutes.

I am going to let AI start quoting pricing for oil changes, tire rotations, brakes – things it can do easily. I have noticed the customers asking for this.

I have called in and tried to trick the AI – “I have some green fluid leaking underneath my car.” Typically, that would dump right to a service advisor because I don't want to diagnose over the phone, but she gave just enough information and it was accurate. That's the original reason I switched to Toma because I felt it was more realistic. Toma is pretty seamless. Our phone volumes have increased and we have growth at our stores. And we don't have to hire more people to answer the phones. It's always on 24/7.

Toma is more competitive than my last two AI companies. These guys are looking at other areas where AI could benefit us, and they're ahead of the curve. And value wise, I'm \$1000/month cheaper, and I get more benefits.

DVA Interviews: Do They Fit Your Tech Vision?

Dealers who are shopping for AI-powered Digital Voice Assistants (DVA) need to shop carefully. A standard set of questions should be asked of each vendor in their consideration set so that every vendor can be compared equally.

We have not created a comprehensive interview sheet, but here are some issues that need to be discussed with your potential partners:

Data Hygiene - Ask if the DVA platform can pull data from a Customer Data Platform (CDP) or clean data source other than the DMS. DMS data is dirty with up to 40% of the vehicle transactions no longer owned by the consumer on file. Clean data will reduce wasted calls and reduce customer frustration.

Data Correction - Dealers should be asking how data corrections are handled. If a DVA agent calls a consumer and they say that they no longer own the car, what does the agent do? Do they ask some additional questions to clarify the date of sale? Does the collected data update the DMS or CDP? We can't miss the opportunity to self-clean our data sources based on zero party data.

Communication Permissions - Where is the DVA getting their compliance data so that they don't call or message customers who have asked not to be called or texted? If a DVA agent records a customer requesting to be put on a DNC list, how does the DVA platform communicate that opt-out signal to a higher system, so the dealer does not get in trouble? For most dealers, their source of truth is the CRM, but that will be expanding as dealers have their own data warehouses.

Communication Cadence - Since dealers are likely to have an AI platform handling sales and service leads in their CRM and a service lifecycle marketing agency, how will the DVA monitor the cadence of calls, emails, or SMS messages to consumers, so they are not sending conflicting messages?

Communication Personalization - Does the DVA monitor recent communication in the CRM (i.e., test drive appointment confirmed or lead submitted) or inbound call transcripts (i.e., CallRevu, Car Wars) to learn how to handle an inbound call with personalization? Dealers will likely keep their legacy phone systems until the DVAs are proven to be a good replacement, so what does the existence look like?

Code Source - Dealers should ask if the DVA platform being sold is proprietary to the company or is it a white-labeled partnership. This information can be critical for future integrations and personalization requests.

AI Learning - Ask the vendor how the system gets smarter over time and how it will learn the specific programs, offerings, and culture of the dealership. These are just some of the questions which should be asked as you shop for a DVA platform that can grow and integrate well in your tech stack.