

Case Study

Automotive

Faulkner

TO BE SURE.



Customer

The Faulkner Organization consists of 20 domestic and import auto franchises across Pennsylvania

Challenge

Increase lead engagement rates

Conversica Solution

Sales conversion management application

Conversica Virtual Persona

Ava

Conversica Assists

- 5,000 leads per month worked by Conversica
- Increased engagement rate from 25 percent to more than 50 percent
- Increased appointment setter's monthly contacts from 150 to 225 leads, resulting in a 50 percent increase in qualified showroom traffic

The Faulkner Organization Increases Qualified Showroom Traffic by 50 Percent with Conversica

Founded in 1932 in Harrisburg, PA as a pioneering Oldsmobile dealership, The Faulkner Organization has grown to be one of the state's largest multi-franchise automobile dealerships, featuring 20 leading domestic and import brands. Whether drivers are looking for the flagship American Chevrolets and Buicks, or seeking sporty thrills in Fiat or Maserati imports, the sales teams at Faulkner are committed to putting every customer first.

Driven by high expectations for customer service, Faulkner's Internet sales department was constantly challenged to keep up with nearly 6,000 Internet leads per month that poured into the franchises from multiple sources, including third-party lead aggregators and Faulkner's own multi-brand website. The Internet sales department's appointment setters could effectively handle only a maximum of 150 leads each day, and many potential sales opportunities could have been falling by the wayside. As a result, the company's engagement rate consistently hovered around 25 percent.

"Increasing the quality of our leads was the only way to improve the engagement rate of our Internet sales teams," says Neil Gandhi, director, digital marketing, at Faulkner "We determined that the best way to do this was to automate the process of qualifying leads as much as possible."

The Conversica solution

Faulkner launched an initial pilot of Conversica at its Jenkintown, PA area franchise. It didn't take long for Gandhi to see some very positive results.

"After our Conversica persona, Ava, began emailing each and every Internet lead, we immediately began to see an increase in engagement rate, as well as an increase in the

"After our Conversica persona, Ava, began emailing each and every Internet lead, we immediately began to see an increase in engagement rate, as well as an increase in the efficiency of our appointment setters."

Neil Gandhi
Director, Digital Marketing, The Faulkner Organization

CONVERSICA
Converting Leads into Opportunities

efficiency of our appointment setters," Gandhi says. "Also, Ava follows up with each lead, so our Internet sales team is held accountable for contacting the qualified prospects that Conversica delivers. Before Conversica we had no way to track this."

To date, Faulkner has rolled out Conversica to more than 70 percent of its franchises with plans to bring one or two more franchises on board each month until the entire organization is using Conversica. The system works to automate the entire process of sales conversion for thousands of Internet leads each month by:

- Creating automated, two-way email-based communication with leads using a human persona
- Determining the lead's intent in real-time by interpreting text in the email response
- Alerting the salesperson to contact qualified leads who indicate intention to buy now
- Following up after the salesperson's initial contact to continue to nurture the lead and get additional information or feedback

Nearly 100 salespersons and managers are currently using Conversica at Faulkner. The intuitive dashboard within Conversica also gives Gandhi and other Faulkner managers a wealth of metrics on lead source performance, salesperson responsiveness, and other information to help them make better business decisions. "Using the metrics from Conversica, we have deeper insight into the types of leads we're dealing with and we can distribute them to salespersons with the experience to handle them," Gandhi says.

"Also, our people know that with Conversica in place, the metrics will show if they are working every lead from beginning to end and they stay accountable."

Conversica assists

Conversica has helped Faulkner's Internet sales teams achieve a higher number of what the company calls "volley-based" customer engagements – a volley of communication back and forth between the customer and the application until the customer provides a phone number, email address, or wants to be contacted by a Faulkner salesperson.



Prior to deploying Conversica, Faulkner's Internet salespersons could attain an engagement rate of approximately 25 percent, mainly because they simply did not have the time to contact and qualify each of the nearly 6,000 incoming leads each month. Now, their virtual team member Ava does all of the contacting, engaging and qualifying customers in the important sales conversion phase of the sales cycle. After a series of two-way email conversations in which Ava confirms the lead's phone number and schedules the best time to call, Ava notifies the sales team when a lead is ready to visit the dealership or make a purchase.

As a result, Conversica has delivered the following benefits at Faulkner:

- Increased the engagement rate from 25 percent to more than 50 percent
- Increased the number of leads handled by a single appointment setter from 150 to 225 per month, raising qualified showroom traffic by 50 percent
- Eliminated the operational expense of hiring additional appointment setters and sales reps to follow up with 6,000 leads each month

In addition to saving time in the initial lead qualification process, Ava has been very successful in working with leads that Faulkner had previously considered dead or unresponsive. Because the automated Conversica system is constantly reaching out to contact, qualify, and determine the intent of each lead, Faulkner's Internet sales teams have more time to pursue promising aged leads that are between 3 and 8 weeks old. As a result, the organization has increased the number of sales from leads that are over two weeks old.

"Conversica provides an automated sales conversion solution that helps us quickly identify the leads that would have the most potential for engagement or convert to a volley-based lead, as we say," Gandhi says. "At the end of the day, I don't only care if a lead provider gives me 100 leads or 50; it's about the percent of those leads that are qualified. With Conversica, our Internet sales organization is confident that the sales team is engaging with highly qualified leads with intent every time."

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of sales conversion management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 7,500 sales representatives worldwide and has assisted in the creation of more than US\$7.6 billion in sales revenue.

Founded in 2007, Conversica is now a portfolio company of Kennet Partners and is headquartered in Foster City, California. To learn more, visit www.conversica.com and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [Twitter](#).