

BOCH.COM



Customer

Boch Automotive Dealerships serve new and used automotive shoppers throughout New England.

Challenge

Toeing the fine line between too much follow up and just the right amount to convert quality leads into happy customers.

Conversica Solution

Conversica's AI Automated Sales Assistant with Unlimited Bandwidth.

Conversica Virtual Persona

Crystal

Conversica Assists

- Increased monthly sales at their Toyota dealership alone by 60 deals
- Illuminated which lead providers to stop using, and which to scale up
- Drastically improved engagement, and quality assessment, of internet leads

Conversica's 'Crystal' Helps Grow Sales by Over 60 Deals per Month

"Boch Automotive has always been known for being a large-volume, aggressive dealership," says Corporate BDC Director William Goulette. "And in the last four or five years, we've become a very aggressive *internet* dealership as well."

Goulette says that the level of responsiveness consumers get from Boch is what truly sets them apart. "You can call any other dealership in this area and it will take anywhere from thirty minutes to an hour and a half to get a quote. But with us, everything's within minutes. We make a point of it," he says. "We monitor it, and the other dealerships simply can't match the volume we can handle while keeping customers happy."

Because of this approach the company has grown rapidly, but that growth has brought challenges with it. "We want to be quick and thorough with our follow-up, but one of our biggest challenges was finding that fine line between how much is too much follow-up and how much is not enough," Goulette explains. "We also had to be sure to respond with real, live, human answers to our consumers' questions and determine the quality of the leads that were coming in. As you grow, these challenges get even harder." They decided to give Conversica a try, and were amazed to see virtually immediate changes.

Boosting email deliverability

"Right away, within the first couple of hours of implementing Conversica, the change in customer engagement was like night and day," Goulette says. "We had Crystal engage throughout the night, and by the time we came in the morning, a customer had already confirmed their email address for us and provided their phone number. All while we were asleep. That was a big deal for us!"

Crystal's success helped them see that part of the problem had been serious issues in their sales process. "We came to realize that a lot of our customers had never been getting our emails because they'd been going straight into their spam filters. We were investing all this

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*William Goulette
Corporate BDC Director at Boch Automotive*

time in making our emails look amazing, but it didn't matter because they never got to the customer."

"Implementing Conversica as directed substantially boosted the deliverability of our emails. For example, it led us to strip down the templates and send simple responses," he says. These changes made a wealth of difference. "We saw a huge spike in our engagement with the customer, and a huge spike in business in the stores that are using Conversica."

It also brought to light other missteps in a clear, inarguable manner. "One of the great things about Conversica is that the sales process is no longer a 'he said, she said.' It lays out the bare facts in black and white. This customer says they didn't get their question answered? It doesn't matter what we think we did – if the customer never received our answer, they think we never even tried. So Conversica helps us focus on how we can better address the needs of the customer," Goulette explains. "I use it as a teaching and coaching tool."

Cutting the Fat

Conversica also showed them in clear terms what lead sources were worth the investment, and which ones to drop. "Dropping some of our lead providers allowed us to shift those resources and that manpower to other things. For example our Toyota store went up 65 deals the following month because we were able to shift our salespeople's focus to quality leads.



And this was, literally, overnight," Goulette says. "We looked at all the reports, and we could see which sources were delivering value and which weren't. In fact we actually signed up for a few lead providers specifically because Conversica showed us that if we pay for these providers, all of a sudden the engagement rate goes through the roof and you're selling more cars."

How did dealership staff react to Crystal at first? "There were some people who were fighting it from the get-go, but the data doesn't lie." And it's hard to argue with the instant results. In just eight months with Conversica, sales have gone up an average of 60 deals per month in their Toyota dealership alone.

"Some people were worried Conversica was going to take over and leave them with nothing to do. But it's been just the opposite – it's actually created more work, because people are busy selling more cars" he says, "And that's a great problem to have!"

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 lead 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 11,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

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