



# Beck & Masten

NORTH

Beck & Masten Buick GMC is a family-owned and operated dealership that's been in business since 1984. They've found success as one of the top Buick GMC dealerships in the nation.

## Challenge

Increase outreach volume and engagement.

## Conversica Solution

Conversica's Automotive Sales AI Assistant.

## Conversica Virtual Personas

- Anna
- Grace

## Conversica Assists

- **197k** messages sent to over **38k** leads
- Achieving engagement rates of up to **20.4%** for Sales and **22.8%** for Service
- **114** new repair orders in **60** days

**“How leads freely talk to and engage with Anna is remarkable. Our customers really like her. They are more open and willing to engage with her.”**

**Joe Pierce**  
General Manager

## Beck & Masten Buick GMC Engages More Conversation-Ready Leads with Conversica



Beck & Masten Buick GMC has been the number one Buick GMC dealership in Texas for the past 20 years. They've also been in the top three dealerships in the United States for a decade. This dealership specializes in new and pre-owned Buick and GMC vehicles, Buick and GMC service & Buick and GMC parts.



In Houston location, there are 27 salespeople for new vehicles and 13 for pre-owned vehicles. Joe Pierce, General Manager at Beck & Masten Buick GMC, says that Conversica has been extremely helpful for their team, “Conversica allows our team to engage with leads that are ready to have a conversation.”



Beck & Masten Buick GMC chose the Conversica Artificial Intelligence-powered Automotive Sales AI Assistant that uses human-like, two-way email conversations to automatically engage and qualify leads for both the Sales and Service sides of the business. This frees up Sales reps to focus less time on tedious outreach and more time on what they do best – deliver excellent service.



## Overcoming Objections: Beck & Masten Buick GMC Customers and AI

Car sales is a tough business, and the team at Beck & Masten wondered if an AI Assistant could improve their engagement rate. Early on, they realized how much an AI Assistant can help them sell more, faster.

“How leads freely talk to and engage with Anna is remarkable. Our customers really like her. They are more open and willing to engage with her,” Joe Pierce, General Manager, Beck & Masten Buick GMC

Pierce explains that in addition to getting better engagement and more sales, their AI Assistants help them create a better experience for potential and current customers. They find that leads are entering more correct contact information and are speaking openly about their expectations.

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## Overcoming Objections (Cont'd)

"Anna picks up on things that allow Sales managers to step in when necessary and make it right," Pierce said. The fact that customers are open and honest with Anna makes it easy for the team at Beck & Masten to learn things about the customers and their questions or concerns that they wouldn't know otherwise. The AI Assistant is so personable that customers truly feel they can communicate with her. "Some customers actually ask Anna out on dates," Pierce said.

Today, this Beck & Masten Buick GMC location uses one persona, Anna, for the Sales side of the business and the other persona, Grace, for the Service side of the business.

## Unmatched ROI

The bottom line for Beck & Masten is that they're able to reach a volume of leads that they weren't able to reach before. "On the productivity side, Conversica has made a huge difference for our Sales team. Anna's doing the long-range contact that traditionally is very difficult for salespeople," Pierce said.

The Sales team at this dealership appreciates that the AI Assistant allows them to focus on higher-level work. When they do speak to customers, they are ready and willing to engage. On the other side, customers love the AI Assistants and are doing more business with Beck & Masten as a result. While Conversica is currently integrated into just one location of the four-store group, Beck & Masten plans to expand this integration into their other locations.

**"I can't think of anything that we've spent this amount of money on and gotten the results that we got with Conversica."**

**Joe Pierce**  
General Manager

### Automotive Sales AI Assistant "Anna"

**200**

New opportunities added  
using this strategy

**2,500**

New leads added  
each month

One of the first things Beck & Masten Buick GMC did when they integrated Conversica was engage lost leads. They took non-active leads and used Conversica's AI Assistant to start a conversation with them again. "Our CRM prompts follow-ups, but using Anna has been more effective in engaging leads," Pierce said. Looking to engage additional potential customers, Beck & Masten exported about 20,000 lost leads from their CRM and subsequently engaged over 200 new opportunities and hot leads leveraging their Conversica AI Assistant.

Now, they are using the AI to perform follow up exclusively on the 2,500 new leads they get each month. Their Conversica persona, Anna acts as an assistant to their Sales team. Then they have salespeople follow up with those who have actually engaged.

### Automotive Service AI Assistant "Grace"

**114**

New repair orders  
added within 60 days

**15%**

Engagement rate

On the Service side of the business, the Sales team was doing a lot of cold calling and emails to get customers to come in for service. These activities were resulting in a low engagement rate and a frustrated team. Using Conversica's Automotive Service AI Assistant, Beck & Masten were able to close 114 new repair orders within 60 days.

The Automotive Service AI Assistant re-engages and schedules people for a variety of services. As a result, Beck & Masten is now seeing an engagement rate of 15 percent for services. This figure is much higher than what dealerships see using traditional direct mail campaigns, which have a 1-percent engagement rate.

Now they're scheduling more service appointments and answering questions from engaged leads instead of spending hours on outreach. Since each repair order generates a 60 percent to 70 percent profit, this increase in appointments is having a positive impact on the business.

## About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants for business, helping organizations augment their workforce to attract, grow and retain customers. The flagship [Conversica® Sales AI Assistant](#) helps companies find and secure customers more quickly and efficiently by autonomously contacting, engaging, qualifying and following up with leads via natural, two-way conversations. Employed by more than 1,600 companies worldwide, Conversica's AI Assistants are built on a proven and patented platform integrating natural

language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage prospects over multiple communication channels and in multiple languages. Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Equity, Kennet Partners and Toba Capital and is headquartered in Foster City, CA.

To learn more, visit [conversica.com](#) and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).

## For more information

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