

Case Study

Automotive



Customer

Matt Ford is a family owned and operated dealership run by brothers Ryan and Todd Matt located in Independence, MO.

Challenge

Improve communication with potential clients about the dealership, and maintain their award-winning customer service reputation.

Conversica Solution

Conversica's AI Automated Sales Assistant with Unlimited Bandwidth.

Conversica Virtual Persona

Heidi

Conversica Assists

- Grown sales by 200 cars in 2015 versus 2014
- \$2 million increase in sales revenue
- Internet lead close rate increased over 20 percent

Superstar Assistant 'Heidi' Drives Over \$2 Million Increase in Revenue in 2015

"We're a big, little dealership."

That's how Ryan Matt, who co-owns Matt Ford alongside his brother Todd, describes their Independence, MO, business. Founded by his father in 1976, Matt Ford has continued to be family owned and operated for almost four decades, and a significant part of their success is attributed to their dedication to customer service.

"We have a really good reputation," Matt says about their business – and it shows. Matt Ford is a 19-time recipient of Ford Lincoln Mercury's President's Award for outstanding customer service. They have also consistently ranked in the top 35 for customer service of all Ford dealerships throughout the country.

"There's always a Matt here and we're very hands-on. We're involved in all operations of the business, from parts and service to vehicle acquisition to sales, and we personally handle every customer complaint."

Keeping Up with the Clients

For a small town dealership, Matt Ford handles a large clientele. Their team of six salespeople has been tasked with maintaining communication with 60 leads per month and closing on 1,200 sales per year. "We do a sales volume every year that's probably about 40 percent of our entire town," Matt explains. "We've got a modest facility, but we've got a lot of cars."

To maintain their storied level of service, Matt Ford brought "Heidi," their Conversica® Automated Sales Assistant, onto their team. "I used to have one dedicated person who oversaw follow-up, but they were a human and humans get lazy. They want to get distracted by things," he laughs. "Bringing on Heidi instead was initially a cost-saving move for the store."

"We're on pace to sell about 200 more cars. Plus sales revenue has gone up by over \$2 million, net sales profit has increased \$431,000, our close rate from internet leads has gone up over 20 percent and floor traffic has increased by 147 showroom visits, all in the last year. Conversica definitely has played a role."

Ryan Matt
Co-Owner of Matt Ford



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But other benefits became apparent over time as well. “The benefit I’ve noticed the most is that Heidi can reach people that we were not able to. When we first went on the program, I’d see a lead-at-risk (clients who were falling through the cracks because they weren’t being engaged), and they would say, ‘No, I haven’t heard from Josh.’ and I’d go on our relationship management system and see that he tried to make two phone calls and send an email.” Then I’d realize we got hit by a spam filter whereas Heidi’s communication went through.”

Making Things Easier

“I think when we first implemented it, a couple of salespeople thought it was going to be like Big Brother,” Matt says. “But now our sales team has seen how Conversica has improved things for them – it’s made it easier to connect with the customer and make sure they’re getting the information that they should be getting. Because if you can’t establish contact, you can’t sell the car.”

Heidi has led to lasting change in how Matt Ford does business. “Now, when the team sees an alert come back from a customer they’ve had difficulty getting ahold of, they know that right now is a good time to try calling them or shooting them another email because the client’s by a computer or a phone.”

“It’s great for our lead response time. We’re really good about getting a response out really quick. We’re always the top in the group with our lead response time scores.”



A Welcome Addition to the Team

As far as customer service, Heidi has surprised the team with her adept people skills. “I have some online reviews about how great Heidi is,” Matt chuckles. “I’ve only had one person, the entire two years we’ve been on the program, call out that it’s an auto responder. Just one in two years.”

Above all, the numbers don’t lie. “We’re on pace to sell about 200 more cars. Plus sales revenue has gone up by over \$2 million, net sales profit has increased \$431,000, our close rate from internet leads has gone up over 20 percent and floor traffic has increased by 147 showroom visits – all in the last year. Conversica definitely has played a role.”

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 12,000 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](#).