

Toyota of Vero Beach

# Breaking sales barriers in Florida: Toyota of Vero Beach nearly triples after-hour car sales in 2 months with ICOM AI

## INDUSTRY

Automobile Dealer

## GOAL

Leverage AI for after-hours lead engagement

## RESULTS AT A GLANCE

22

Additional after-hour car sales/mo.

419

Positive responses

16

In-store appointments

## Introduction:

Toyota of Vero Beach, a prominent automotive dealership located in Florida, prides themselves on the **exceptional level of services and positive experiences they provide to local customers** from the surrounding Fort Pierce, Sebastian, and Vero Beach communities.

## The Challenge:

Toyota of Vero Beach confronted two primary challenges. Firstly, with a surge in leads they recognized the need to provide **effective conversations and exceptional customer engagement when contacting their large number of leads**, without compromising on quality or customer satisfaction. Secondly, **they had to manage after-hours customer expectations** during a period of struggling new inventory levels. These challenges demanded an innovative approach to high-volume lead engagement and customer communication that allowed them to maintain their advantageous customer-centric approach. This is where the partnership with Konect.ai (now ICOM AI) an AI-driven SMS provider, became crucial.

## ICOM's Dealership Solution:

Toyota of Vero Beach turned to Konect.ai (now ICOM AI) to transform their lead management and customer engagement processes. ICOM AI's advanced AI-powered platform offered two-way conversational capabilities, automation, and intelligent insights. **With its ability to handle a high volume of leads, automatically qualify them, and provide personalized interactions, Konect.ai (now ICOM AI) became the ideal solution for Toyota of Vero Beach.**

## Driving Results and Customer Satisfaction:

Toyota of Vero Beach began utilizing Konect.ai's (now ICOM AI's) capabilities at the end of May 2023, and within a three-week period from **June 1st to June 21st**, the dealership experienced remarkable outcomes with engagement from AI. One strategic outbound campaign that was focused on missed trades contacted an impressive total of 2,404 leads, demonstrating the effectiveness of their targeted approach. **From these leads, Toyota of Vero Beach achieved 419 positive engagement responses, resulting in 32 phone calls, and ultimately securing 16 valuable in-store appointments.**



Success with Konect.ai (now ICOM AI) in the first month was leveraging our Outbound Missed Trades reports. It's not about the trades we made, but those we didn't, that defined our success in our first month.

Robert Rizzo, General Manager

## Efficient Lead Handling and Enhanced Customer Experience

By leveraging Konect.ai's (now ICOM AI's) AI-driven platform, **Toyota of Vero Beach successfully engaged its high lead volume while delivering exceptional customer experiences. The automated, round-the-clock processes and intelligent insights provided by Konect.ai (now ICOM AI) streamlined lead handling, enabling prompt and personalized interactions.** This also allowed Toyota of Vero Beach to efficiently build trust.

## Mitigating After-Hours Challenges

Toyota of Vero Beach also effectively managed after-hour customer expectations. **Through AI-powered lead handling and detailed messaging, they increased after-hour sales on average by an additional 37 vehicles in the last two months with Konect.ai (now ICOM AI,) as compared to their first two months.** This proactive approach helped Toyota of Vero Beach maintain strong customer relationships and drive satisfaction, appointments, and sales.

## Quantifiable Impact and Future Growth

The collaboration with Konect.ai (now ICOM AI) resulted in tangible benefits for Toyota of Vero Beach between June and July 2023. **By optimizing lead management and customer engagement, they were able to handle a total of 2,415 after-hour leads and achieve 130 after-hour sales, with sales increasing each month by an additional 22 vehicles.** This success positioned Toyota of Vero Beach as a leader in their market and laid the foundation for future growth and increased revenue.

## Conclusion

Toyota of Vero Beach's partnership with Konect.ai (now ICOM AI) became a testament to the power of innovation and AI-driven solutions in the automotive industry as they revolutionized with 24-hour lead engagement and new customer conversation processes. **By harnessing the power of AI, they efficiently handled a high volume of leads, engaged customers more effectively, and nearly tripled after-hour vehicle sales.** Their success story with Konect.ai (now ICOM AI) set a new standard in lead communication and customer satisfaction, paving the way for continued success and growth in the competitive automotive market.