

How Elgin Chrysler Tried Konect.ai and Closed 26 Deals in 1.5 Months

INDUSTRY

Automobile
Dealer

GOAL

Lead
Automation

RESULTS

26

Closed deals
in 1.5 Mo.

24%

Closing ratio

50%

Contact rate

What was the main issue you were experiencing that led you to find Konect.ai?

"I worked with your company about a year ago. The biggest thing that we found is that there are so many different lead providers out there and we were just looking to get somebody that does it a little bit more unique, and that is the reason why I picked your company."

Why did you choose to work with Konect.ai?

"The platform. The platform is something that I've been looking for myself. I've been doing this for about 17 years and this is the vision that I wanted to set up myself. And, it turns out that you guys had a really good platform, which is great. So, I paired up with Paul and it worked out great."

What were your goals in working Konect.ai?

"Trying to get leads as quick as possible. As soon as they are generated, I wanted them - while they were "hot," and you guys were the only company that was able to do that; just getting them instantly, and that was a big deal."

Describe the process and highlights of working with Konect.ai.

"Paul has been great to deal with. He actually catered to my needs a little bit more than any other place would. We set up ads exactly how we wanted them to be set up. With the smart AI system that you guys have I was able to actually use my input and my handling in that system, which made us convert a lot more. I actually really liked that part of it so."

CASE STUDY: ELGIN CHRYSLER

What were the results?

"My current results are about [24% closing ratio](#) on the leads sold to receive connection ratio using the objection handling that we built, and this is kind of abnormal - not going to lie. You're probably not going to see this out there, but I was getting probably about [50% contact](#), which is great. Normally, you don't get that with leads but because they were coming so quick, and, how we set them up worked out awesome!"

Did these results solve your initial challenges?

"Yeah, absolutely. We are reordering for that reason. The closing ratios have been great. They are exactly what I've been looking for. They are able to be tweaked even more as we go along, which is amazing. Which is probably going to give us even better results than we currently have, which are great."

How did working with Konect.ai improve your business?

"I gave [26 deals within a month and a half](#). So, it actually worked out great. The biggest thing with dealerships, and I've run a few dealerships myself, is they want to see results, but they want to see results in turn with gross profit. The biggest thing that they find is how much am I putting out and how much am I getting back. For instance, my average gross profit is \$8,700 a deal. So, if you multiply that over the deals that I did you're looking at \$226,000 on the initial \$5,000 investment. It was well worth it."

Would you work with Konect.ai again and why?

"Yeah. So, we are going to continue working with you and obviously the reason why is the results that we are getting. So, that's a no brainer."

What would you tell others about Konect.ai if they have never heard of us before?

"I think the best thing I could tell others about your program and any lead program is you get what you put in. So, I'm lucky to be able to work with this type of application because you guys have the same passion as I do. So, it's easy to work with this program as opposed to working with a mindless lead company that really doesn't care - they just want to sell you leads and they don't care. [The follow up that Paul gave me is great. Little tweaks that we were able to do in the process \[were\] amazing, so those are the things that lead to success and that's I think the biggest thing that I could say.](#)"