



**35% Better
Resolutions.
20% More
Appointments.**

Automation, analytics,
and live agent support
transformed dealership
performance.



**Automotive
Customer Support**

Smarter Systems. Stronger Sales.

Technology and teamwork in action.

CHALLENGE

A century-old dealership struggled with rising call volumes and busy sales teams, resulting in missed calls, slow responses, and lost opportunities. Outbound efforts were inconsistent, and customers often waited too long for follow-up. To remedy the problems, the dealership sought to modernize its customer service and sales operations. It needed a way to deliver faster, personalized support while improving efficiency and restoring its reputation for exceptional service.

SOLUTION

Five Star Solutions partnered with the dealership to modernize customer interactions through a balanced mix of people, process, and technology.

- **Added** live inbound support for every customer call.
- **Launched** CRM-driven outbound campaigns.
- **Introduced** Intelligent Virtual Assistants (IVAs).
- **Integrated** automation and analytics.
- **Synced** contact center tools with the dealership's CRM.

This combined approach improved accessibility, strengthened response times, and created a more seamless experience for customers and staff alike.

RESULTS

The dealership's contact center was completely transformed—every call now connects to a live agent or Intelligent Virtual Assistant, eliminating missed opportunities and long wait times. Response accuracy improved, and customers experienced faster resolutions with a personal touch. Outbound campaigns reengaged existing customers, boosting service appointments by 20% and driving a 15% increase in showroom traffic. Automation and analytics reduced agent handling time by 15%, allowing staff to focus on sales-ready leads. Together, these improvements increased efficiency, restored customer confidence, and modernized the dealership's customer experience.

MEASURABLE IMPACT

100% Inbound Call Coverage

Every customer connected to support

Combined efficient live agent routing and IVAs to eliminate *missed calls and reduce wait times, providing consistent service.*

↑35% 1st-Contact Resolution

Fewer transfers and quicker answers

Live agents and IVAs resolved more inquiries the first time.

↑20% Service Appointments

Targeted outreach boosted appointments

CRM-driven outbound campaigns increased engagement and reconnected customers.

↑15% Showroom Traffic

Improved visibility, customer outreach

Outbound calls and follow-ups drove higher foot traffic.

↓15% Handle Time

Automation and analytics drove efficiency

Freed agents to focus on complex sales opportunities.

STOP MISSING CALLS. START DRIVING SALES.

Learn more:

getfivestar.com

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Scan QR code to contact us now



ABOUT FIVE STAR SOLUTIONS

Five Star Solutions helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.