

AUTOLEADSTAR connect.

KEY METRICS

October - December, 2019

› AutoLeadStar appointment created to sold rate	27.6%
› AutoLeadStar appointment show rate	64.1%
› AutoLeadStar appointment show to sold	39.8%

“ I view the AutoLeadStar product as an indispensable tool that I simply will not do without – and the best news is it continues to get better. The AutoLeadStar team never rests in assuring cutting edge, useable technology that works. ”



Darrin Roth, e-Commerce Director,
David Hobbs Honda

The Challenge

Before implementing Connect, David Hobbs Honda's site was bringing in many bad leads that gave false information or did not show up for appointments. Their Sales team could not differentiate between leads to determine who was really serious. From a customer perspective, the experience on-site was cluttered and forms were often intrusive and not user-friendly. The David Hobbs Honda team knew they could be bringing in better leads that converted to more sales.

The Solution

• Improved Customer Experience

The selling point for the David Hobbs Honda team was Connect's impact on the on-site experience. Instead of aggressively trying to capture a lead's information, Connect uses **predictive Artificial Intelligence** to decide in real time what to present to each person. It's clean, easy to use, and fits perfectly with their site's design - even on mobile. It has significantly reduced the amount of bad leads David Hobbs Honda used to get from forms that did not prioritize customer experience.

• Better Data

Connect collects more data on the leads and transfers all of the information directly into the dealership's CRM. Everything is easy for the Sales team to find, and they can use that data in their follow-up with customers. Connect also **pushes shoppers further down the funnel** by showing appropriate and targeted messages, even after the first conversion. The Sales team receives all of this information, from the first visit through conversion and beyond.

• Dedication to Clients

David Hobbs Honda was truly impressed by the **fantastic level of service** they received from the team at AutoLeadStar. Every step of the way, from sign-up to onboarding and optimizing, the dealership felt that everyone at AutoLeadStar was accommodating to their needs and quick to address their questions.

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