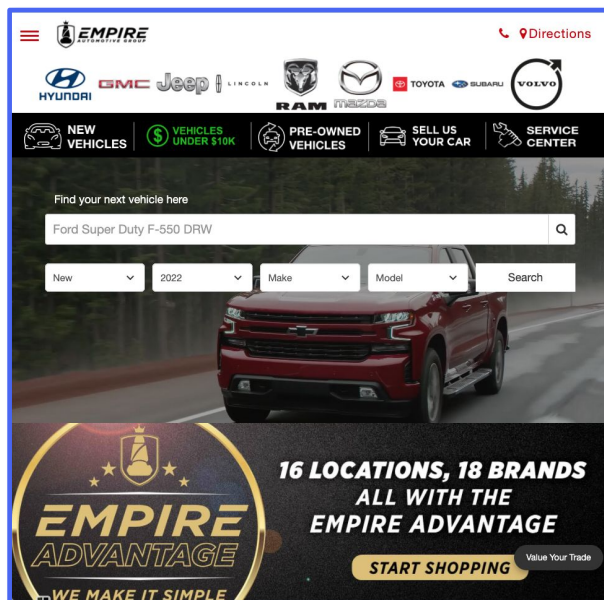




BACKGROUND

With 16 locations across 18 auto brands, Empire Auto Group serves the New York metropolitan area, and the surrounding communities.

With competitive pricing, selection, and top-notch customer service, they offer quality brand vehicles and excellent value throughout your vehicle buying and owning journey. They want the customer to feel great about your car-buying experience and become a customer for life.

BUSINESS NEEDS

Empire Auto Group was looking for ways to improve their customer's experience and drive revenues while simultaneously streamlining operations.

"We started working with BHuman back in October. We are really impressed with what they've achieved so far! Our open rate shot up to 82%, and our reply rate from video is at 62%. A time-consuming part of our workflow is now automated because they send the initial video that breaks ice, people love to deal with people. When our team gets on the phone, the leads tend to be much warmer than your standard outbound call. I highly recommend BHuman and we look forward to continuing to work with them."



Adam Smith, Call Center Director
Empire Auto Group

BENEFITS

Leveraging BHuman, Empire Auto Group was able to:

- Integrated with their CRM, Dealer Socket
- Elevate and Humanize the Customer Experience
- Contact every new lead within within 15 minutes
- Generate more appointments
- Save valuable resource

RESULTS

Increased appointments by 18.5%

Boosted open rates to 82%

Boosted response rates to 62%

CUSTOMER COMMENTS

"Hi lisa!!! Thank you so much for the video message!!!! Can I stop in to see you?"

"Lisa, I loved your video.. Is there a special on the car in the video? Want to purchase this weekend!"