

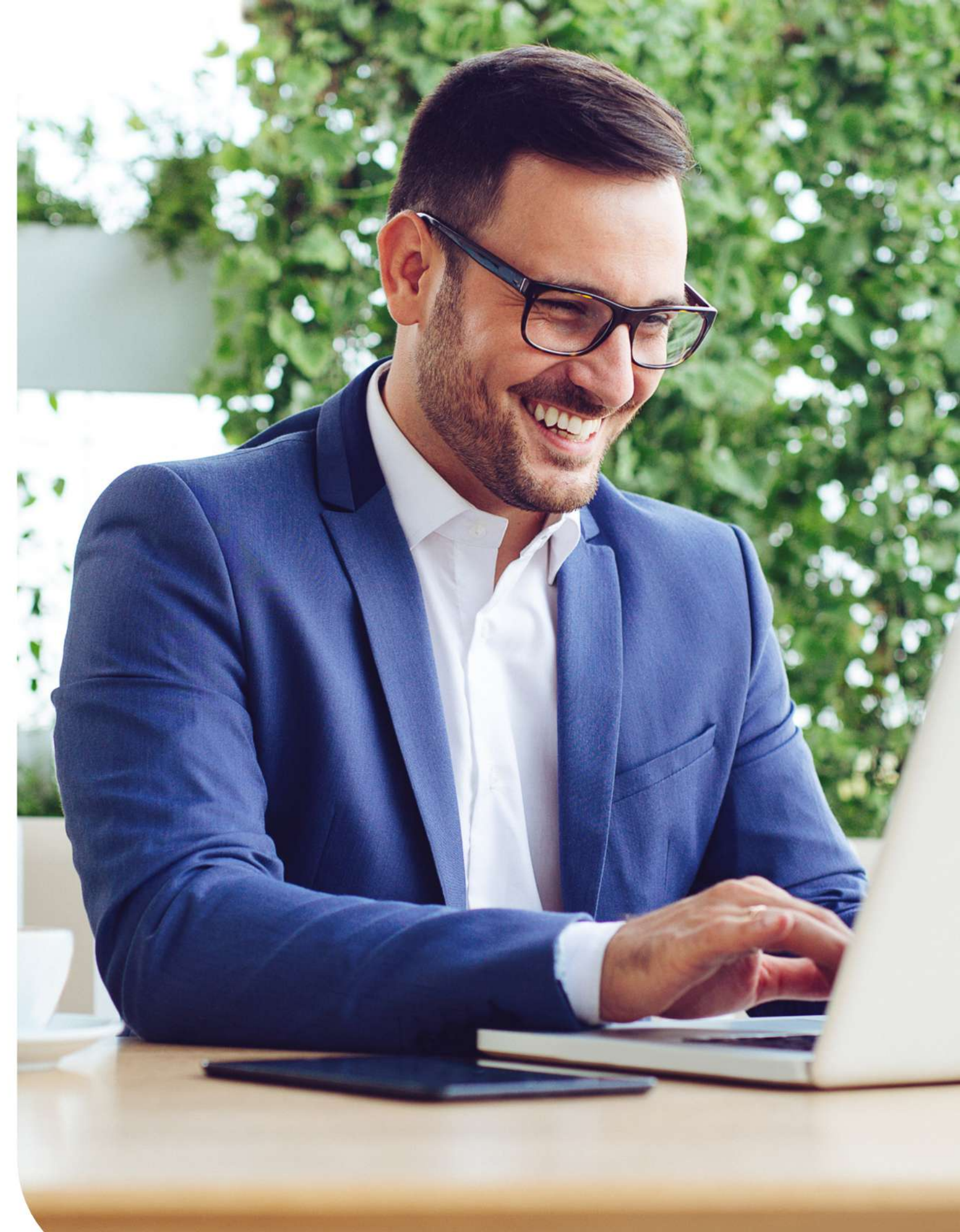
A man with glasses and a beard, wearing a dark blazer over a blue checkered shirt, is shaking hands with a woman with long curly hair wearing a light-colored blazer. They are standing in a car dealership with several cars visible in the background. The man is smiling and holding a small object in his left hand. The woman is also smiling and looking at him. The background shows a modern dealership interior with large windows and other vehicles.

Drive Auto Dealership Sales with Unified Office

Introduction

Meet Nathan Cole, General Manager of **Sunrise Auto Group** - a thriving, independent dealership that's come a long way in a changing industry. Like so many of his peers, Nathan invested heavily in digital marketing and online ads, successfully drawing both new and returning customers into the showroom and service bays. But it was the implementation of Unified Office's AI-powered Total Connect Now (TCN) intelligent phone system and business analytics that changed everything. By harnessing advanced AI capabilities, the dealership saw immediate gains in revenue, operational efficiency, and customer experience.

This eBook guides you through a single day at Sunrise, seen through Nathan's eyes, to understand how a modern, integrated phone solution supports every facet of any dealership's growth and customer service.





A Morning Walk Through the Dealership

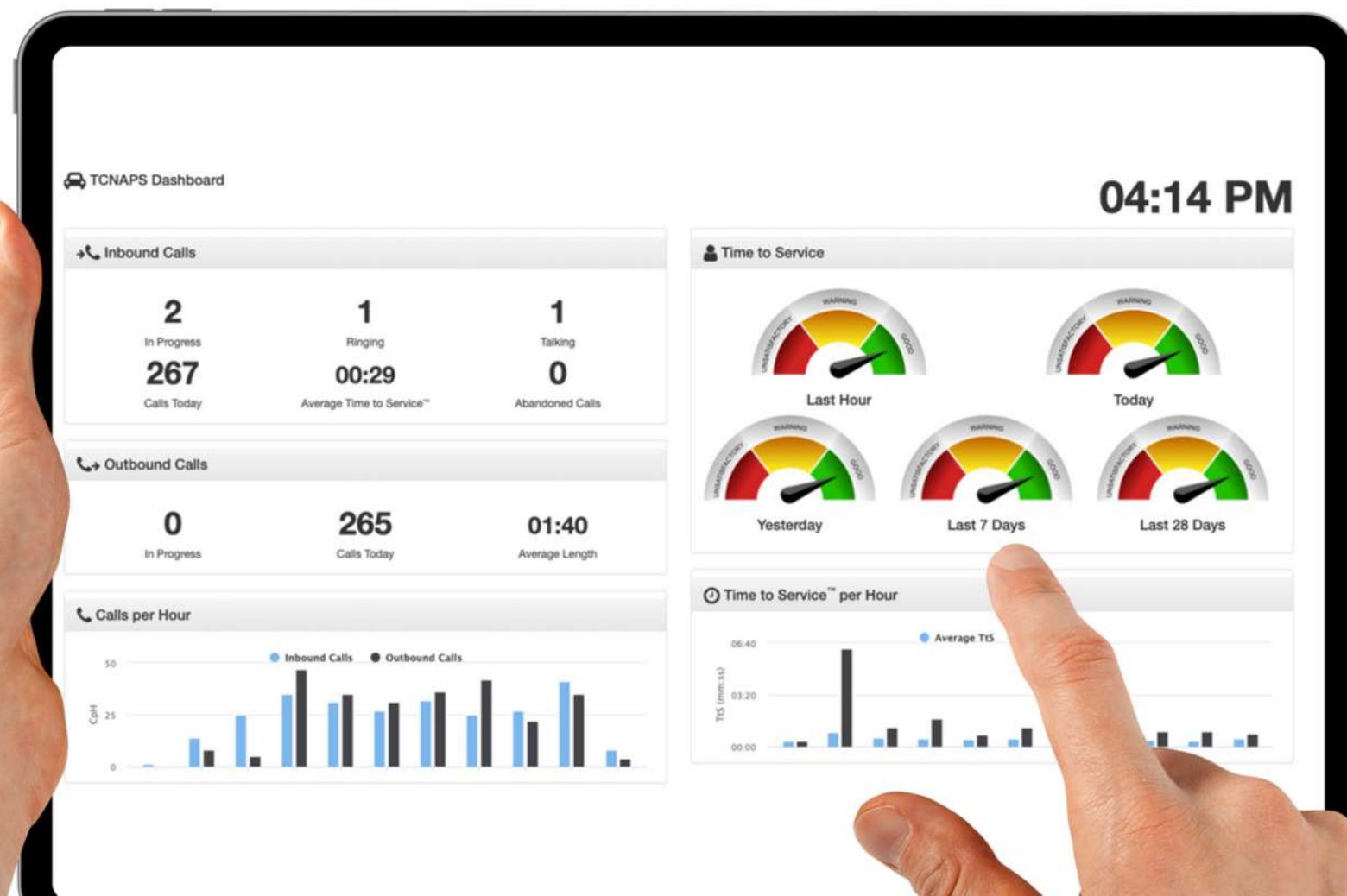
It's 8:30 AM, and Nathan starts his day with his usual walk around **Sunrise Auto Group**. The sales lot already buzzes with early visitors, while those in the service waiting area catch up on emails or enjoy their coffee. Phones ring steadily for both Sales and Service departments - an encouraging sign that digital advertising is generating tangible results, meaning real customer engagement.

Nathan knows, however, that what happens next with each call, often defines the bottom line. He remembers the not-so-distant past, when missed calls and inefficient routing left potential revenue on the table, and unsold cars in the lot. *"We spent years getting customers to reach out and engage us directly,"* Nathan reflects, *"but it wasn't until Unified Office was deployed at the dealership that we stopped letting these opportunities slip by."*

AI-Driven Call Routing that Captures Every Sale

Back at his desk, Nathan checks his Unified Office TCN Automotive dashboard (the “Dashboard”). The telephony metrics are clear: response times are faster, abandoned calls are way down, and missed customer leads are no longer a problem. The platform’s 99.999% reliability and intelligent call routing ensure that no inquiry falls through the cracks.

If all available staff are currently assisting other callers, the Unified Office platform automatically answers the call and plays the dealership’s promotional messages while on hold. This **ensures that customers are engaged even during peak call times, reducing the risk of abandoned calls and creating a more seamless experience for potential buyers.**



“Studies show that nearly 24% of dealership leads don’t get a follow-up call within 24 hours, and 13% of sales prospects never enter the CRM,” Nathan points out. “That used to be us, until Unified Office. Now, every call is routed to the appropriate department, and every sales lead gets our immediate attention.”

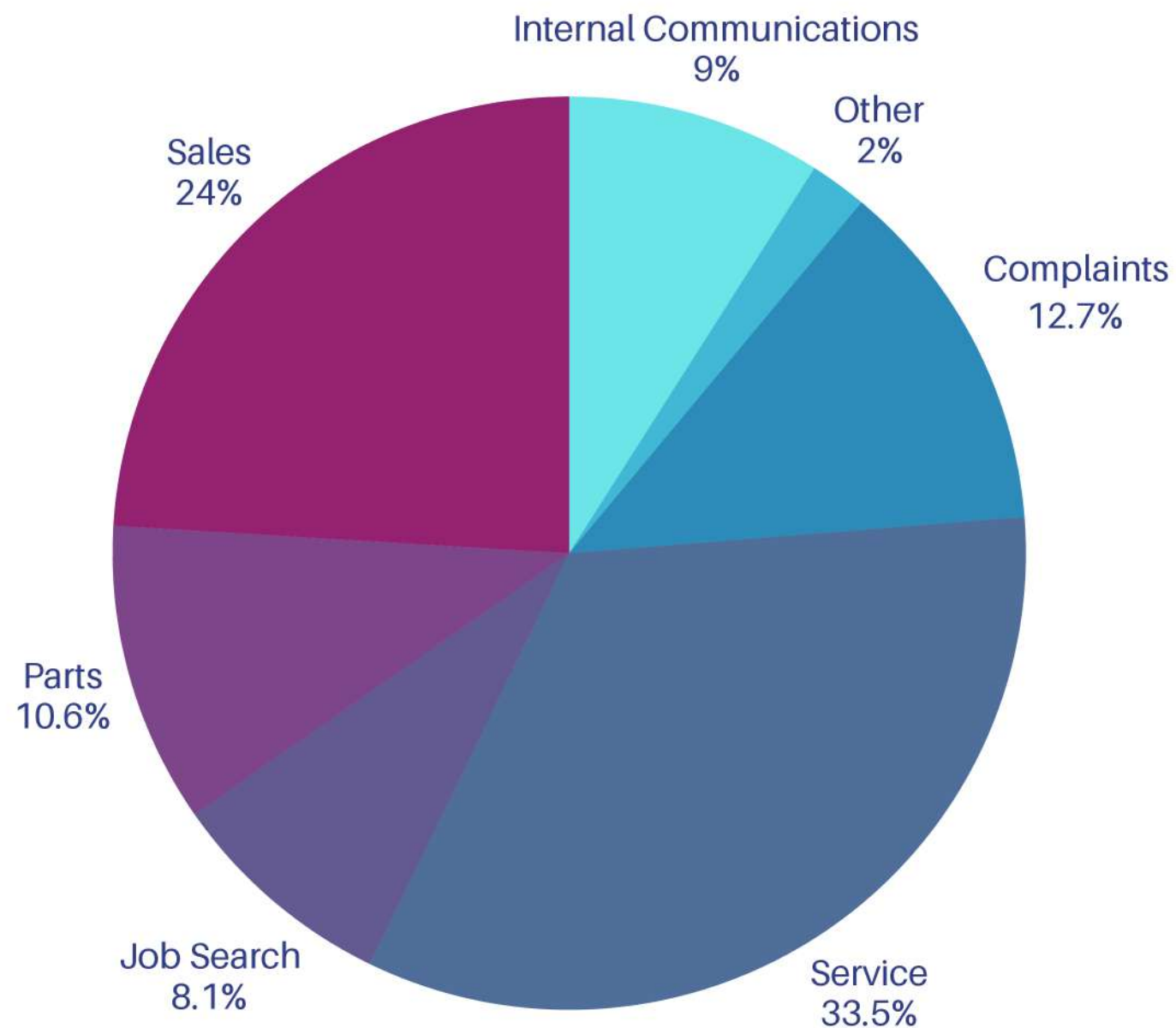
Intelligent call routing isn’t just about technology - it’s directly tied to measurable results. Nathan recalls last quarter’s numbers: nearly a 30% increase in revenue, a testament to fewer missed calls and more effective customer engagement.

Improve Efficiency with Real-Time Metrics

In his office, Nathan turns to the Dashboard - a comprehensive visual portal for dealership communications. The Visual Performance Suite offers a dynamic snapshot: active call volume, hold times, and staffing levels. At the heart of the Dashboard, the AI-powered Call Classifier pie chart draws special attention, categorizing every incoming call in real-time - be it a sales inquiry, service request, parts lookup, or general question.

"With the Dashboard, I'm not only seeing how busy we are with incoming calls, but also what our customers actually care about," Nathan says. "The Call Classifier streamlines our ability to monitor, adapt, and make data-driven staffing decisions almost instantly."

Identifying peak call times and tracking the nature of each interaction allows Nathan to **optimize scheduling, ensuring the team is always equipped to meet demand.** *"It's knowledge and control in real time," he adds.* With fewer missed calls and reduced hold times, the dealership operates with heightened efficiency - and customers notice the difference.

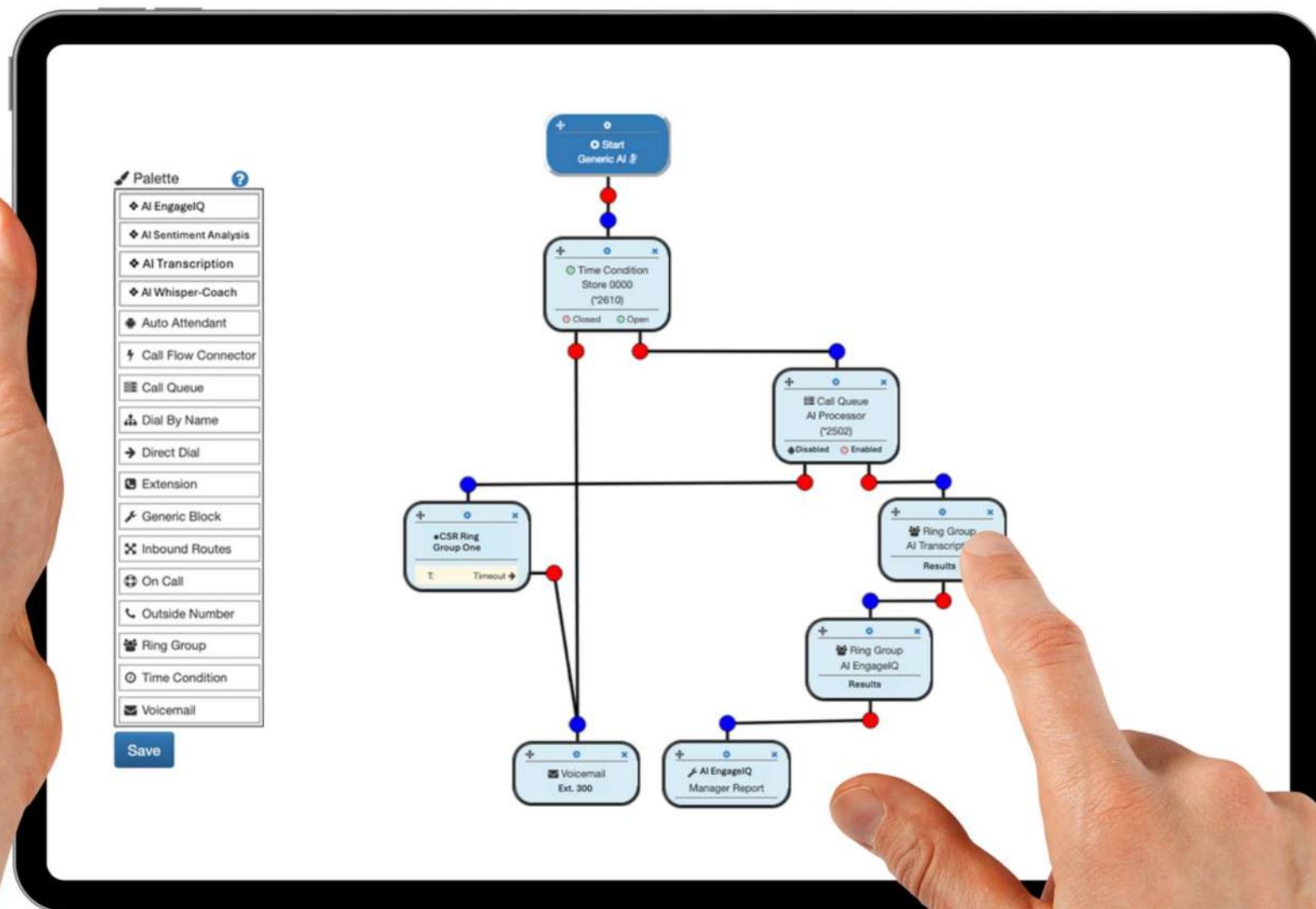


Dynamic Call Routing with AI-Enhanced Call Flow Builder

Nathan stops by the Sales department just as Jake, a newer rep, wraps up a call. Earlier this week, Jake received a question about an exclusive sport package; a subject only Lisa has product expertise in. With Unified Office's Call Flow Builder, the customer was seamlessly routed to Lisa, avoiding delays or callbacks.

"Before Unified Office, that sale might have been lost," Nathan notes. "What's powerful now is how Call Flow Builder lets us optimize and redirect call flows instantly - on the fly." This flexibility isn't just about connecting to product experts in the lot or working remote. When a department is understaffed or shifts change, Nathan's team can redirect call flows in seconds, ensuring coverage and responsiveness no matter what the day brings.

For Nathan, it's simple: **more expertise at the right moment, fewer lost opportunities**, and a dealership resilient enough to handle unexpected staffing changes.

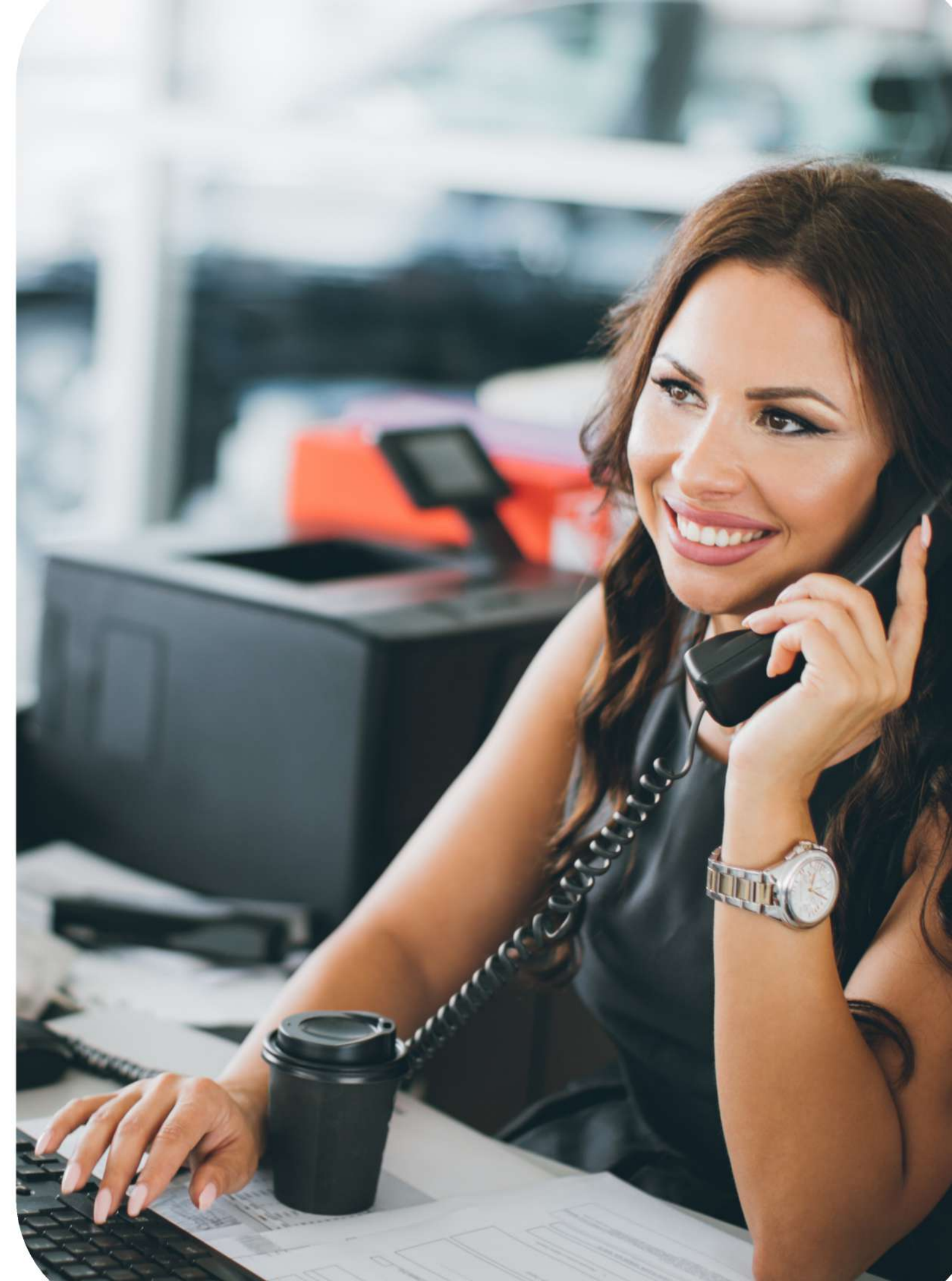


Personalize Every Customer Interaction

Nathan pauses by the service desk, where Jessica greets a caller. Instantly, her screen shows Mr. Edwards' name and full service history, pulled up via Unified Office's Dealer Management System (DMS) integration. *"Thank you for calling, Mr. Edwards,"* Jessica begins, already anticipating his question.

Nathan explains, *"This is why customers come back - we remember them, their preferences, and their vehicles, creating a more personalized and welcoming experience every time."*

With **integrations to DMS platforms like eLead, Tekion, and DealerSocket**, information is at every agent's fingertip, enabling personalized, seamless interactions that build loyalty and trust.





Safeguard Privacy and Build Trust

As Nathan circles back toward the Finance office, he reflects on how Unified Office protects both data and reputation. Sensitive personally identifiable information (e.g. credit card details) are automatically redacted from call recordings, addressing both regulatory requirements and customer peace of mind.

"PCI Compliance used to keep me up at night," Nathan admits. "Now, with Unified Office, I know customer data is handled securely."

Beyond data redaction, Unified Office ensures full compliance with FCC regulations - supporting E911 for emergency calls, 10DLC for business messaging, and STIR/SHAKEN for robocall mitigation. Nathan appreciates that all AI applications are developed and processed in-house, on Unified Office servers, ensuring transparency and control. The company also adheres strictly to regulations regarding call recordings used in its AI, giving **Sunrise Auto Group** a foundation of compliance and trust with each and every phone call.

These **safeguards assure Nathan that the dealership is not only protected against consumer privacy liability but is also positioned as a reputable, trustworthy business** in the eyes of its customers.

Customer satisfaction and sales have both seen a notable lift since **Sunrise Auto Group** adopted Unified Office's EngageIQ - an AI-driven platform that evaluates every call based on staff engagement with callers. Acting like a virtual secret shopper, it scores conversations using Sunrise's own standards, leading to measurable gains in CSI and sales performance.

EngageIQ also **supports consistent training by employing a customized set of rules** for scoring staff associates' engagement with callers - from basic etiquette to key prompts like asking for specific information. These insights not only help onboard new team members but also drive ongoing improvement and motivation across the board.

Consider this: Dealix reports that 72% of dealership agents **don't ask** for an appointment during calls - a single oversight that can significantly impact revenue. As Nathan puts it, *"Simply making sure our team asks for the appointment has dramatically boosted our conversion rates - the results speak for themselves."*

Revolutionizing Staff Engagement with AI

Choose date range:

From 2025-07-14 to 2025-07-20 This week Go

EngageIQ™ Scoring Report 2025-07-14 04:00:00 to 2025-07-21 03:59:59
Sunrise Auto Group

Show 25 rows Print CSV PDF Copy

Search:

Site	  All Scored Calls 	     	     	     	     	     	     
3034	33	2 (6%)	14 (42%)	4 (12%)	12 (36%)	1 (3%)	0
3109	28	0	16 (57%)	2 (7%)	7 (25%)	2 (7%)	1 (4%)
3120	98	1 (1%)	61 (62%)	10 (10%)	25 (26%)	1 (1%)	0
3133	14	0	10 (71%)	1 (7%)	1 (7%)	2 (14%)	0
3143	67	3 (4%)	40 (60%)	10 (15%)	10 (15%)	2 (3%)	2 (3%)



AI Sentiment Alerts That Drive Proactive Service Recovery

Walking the service bays, Nathan overhears a tough conversation – a service manager on the phone with a customer facing an unexpected and costly repair. Unified Office’s AI-powered Sentiment Analysis quietly flags the call for potential dissatisfaction, alerting the team so they can step in if needed. Nathan reflects, *“There was a time when these conversations went unnoticed, but now we can jump in and resolve issues before they escalate. Customers appreciate that, and it’s shown in our improved CSI scores.”*

Being able to identify and resolve customer problems early is critical to maintaining a strong reputation. When issues are addressed right away - before a customer considers sharing their frustration online - the business not only prevents potential dissatisfaction but also protects itself from negative online reviews. Once a critical review is posted on a business review website, it can be difficult - and sometimes impossible - to fully repair the reputational damage.

Proactive engagement helps turn potentially negative experiences into positive ones, which leads to happier customers, positive reviews, and measurable improvements in satisfaction.

Boosting Team Performance with AI-Powered Whisper Coaching

On the sales floor, Nathan watches as Sonia, a new hire, fields a call from a prospect asking about EVs and charging options - a topic she's still getting up to speed on. Thankfully, Unified Office's Whisper Coaching quietly delivers real-time, data-driven prompts directly to her - completely silent to the customer.

The AI guidance points Sonia to the details she needs and may also suggest next steps, like offering a test drive, asking about financing preferences, or highlighting the larger EV model with longer range. **She and her teammates remain in full control, choosing when and how to use the prompts to shape the conversation.**

"This takes a lot of burden off our sales managers," Nathan explains. "They now spend less time coaching on the basics - and more time actually selling."



Using AI to Uncover Trends that Drive Revenue

Later in the afternoon, Nathan reviews trend analysis data from Unified Office's TCNIQ AI Analytics Suite, a powerful tool that can be used to sift through thousands of calls to uncover market shifts and emerging customer interests. For example, recent data highlighted a rise in inquiries about electric vehicles and hybrid models. Acting on these insights, Nathan expanded inventory and tailored promotions, which led to increased customer engagement and a noticeable uptick in test drives.

This trend analysis is in addition to Unified Office's Call Classifier which categorizes inbound calls by type and subject matter as they come in, enabling Nathan and his team to monitor not just overall trends, but also the specific topics driving customer conversations - whether it's service requests, sales questions, or parts inquiries.

By combining broad trend analysis with the granular visibility provided by Call Classifier, Nathan is able to **make operational decisions that are both timely and data driven**. This dual perspective helps **Sunrise Auto Group** stay agile, respond quickly to market demands, and remain aligned with dealership goals.

A screenshot showing the TCNIQ™ dropdown menu open. The menu contains the following items: TCNIQ™ Alerts, Sentiment Report, Text Search, a dashed separator line, EngagelQ™ Classifier, EngagelQ™ Scoring, and EngagelQ™ Scoring Rules. In the background, parts of two tables are visible. The left table has columns 'On Call' and 'Abnd'. The right table has a header 'Service Level™' followed by columns '30', 'TD', 'YD', and '7D', all containing green checkmarks.

Transforming Operations with AI-Driven Communications

Leaning back at the end of a busy day, Nathan reflects on Sunrise's transformation with Unified Office. There's a sense of proactive control: every call routed to the right team member, every lead captured, and every opportunity identified and acted upon.

Nathan's journey with Unified Office at **Sunrise Auto Group** demonstrates the tangible impact of advanced communications on dealership performance. Unified Office doesn't just connect calls - it connects opportunities, supports strategy, and builds relationships. Robust call routing, real-time analytics, in-house AI, and strong compliance practices empower teams to excel and enable managers to lead with data-driven insight.

If you're ready to maximize your dealership's efficiency, elevate your customer service, and unlock new avenues for growth, it's time to see Unified Office in action. **Don't let another opportunity pass by - schedule your personalized demo today and discover how every call can fuel your success.**

Unified Office. Because every call counts.

[GET IN TOUCH](#)

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