

INFORM® Branded Calling Automotive Service Case Study



Background

Missed calls and unconfirmed service appointments cost automotive businesses revenue, erode customer trust, slow down repair scheduling, and leave service bays idle or empty. In a market where convenience and speed matter, showing up as an unknown number or not connecting means letting your competition win.

Problem

A prominent automotive service center needed customer approval before performing services, but agents couldn't reliably reach many customers. Calls with pricing quotes often went unanswered or lacked confirmation, causing delays and inefficiencies.

Solution

The company adopted First Orion's INFORM® Branded Calling, which allowed the business to display its brand name clearly on customers' phones. As a result, reps began to reach more customers, secure confirmations faster, and deliver a better customer experience, while operations ran more smoothly.

The solution helped more calls get answered and drove better conversions and smoother service approvals.

11%
INCREASE
in Engagement
Rate

25%
INCREASE
in Conversion
Rate

