

Driving Unmatched Efficiency and Engagement with Impel Chat AI

The Challenge

In today's fast-paced automotive market, engaging every online shopper and customer is critical to success. For many dealerships, however, managing webchat leads is a significant operational challenge. Traditional chat solutions often require constant human intervention and monitoring, leading to slow response times, lost opportunities, and a high workload for staff. Elder Ford of Tampa needed a way to provide instant, humanlike engagement 24/7 without adding to their team's administrative burden, while also driving more qualified appointments.

The Solution

Elder Ford of Tampa implemented Impel's Chat AI to transform its digital showroom experience. Impel's advanced generative AI chat solution was deployed to engage customers across sales and service inquiries. With humanlike conversational capability and the ability to answer complex questions about inventory, financing, trade-ins, and service, Chat AI provides immediate, personalized interactions that pre-qualify customers and reduce the need for staff intervention. Most importantly, Chat AI seamlessly schedules sales and service appointments directly within the conversation, ensuring a frictionless path from interest to action.

Over the last three months, Impel's Chat AI delivered the following remarkable results for Elder Ford:



4,700+

chat leads worked,
averaging more than
1,500 per month



11,000

MESSAGES SENT,
showcasing capacity for
high-volume engagement



1,500

leads converted into
showroom appointments



70+

appointments set
directly in chat with
no human intervention



750+

phone numbers and
80+ call requests
captured from customers



5% OPEN RATE

achieved, double
the industry average

With Impel's Chat AI, Elder Ford of Tampa has been able to drive greater efficiency, ensure no lead goes unanswered, and provide an exceptional customer experience around the clock. The platform's ability to not only engage customers but also convert a significant portion into tangible appointments and leads has been a game-changer for the dealership's online performance.

“ Our online engagement has been completely transformed since implementing Impel's chat solution. It's like having a full-time concierge on our website 24/7. It handles thousands of leads a month, books appointments for our team, and gathers crucial customer information—all with humanlike fluency. Our staff is now free to focus on the leads that matter most and on building relationships—without the need to constantly babysit the chat or rescue conversations. And the results speak for themselves. **”**

— Dan Sills, General Manager, Elder Ford of Tampa