

Auto Services

Cincinnati, OH

HOW THE AUTO LLAMA ADDS \$15K/MONTH IN NEW REVENUE - WITHOUT LIFTING A FINGER

LeadTruffle responds to leads 24/7, qualifies tire kickers automatically, and delivers ready-to-book customers to Daniel's desk every morning.



Daniel Gibson

Owner, The Auto Llama



Text Us

30+

Additional Jobs/Month

During peak season, LeadTruffle closes 30+ incremental leads monthly on autopilot.

24/7

Lead Response

Leads that text at 10, 11, 12 at night get an instant response and full qualification.

~\$15K/mo

In New Revenue

At a \$500 average ticket, that is up to \$15,000/month in revenue Daniel was not capturing before.

Quick Answer

tl;dr: The Auto Llama uses LeadTruffle to respond to every lead instantly, filter out low-fit inquiries, and deliver fully qualified jobs by morning. That workflow now drives 30+ extra booked jobs per month in peak season, worth up to about \$15,000/month.





Executive Summary

The Auto Llama is a mobile brake repair company serving the Cincinnati area. Owner Daniel Gibson was leaving money on the table: leads were slipping through the cracks, tire kickers were eating up his time, and after-hours inquiries went unanswered until the next morning, if at all. After implementing LeadTruffle, Daniel's business now converts 30+ additional leads per month during peak season, worth up to \$15,000 in monthly revenue, with zero manual follow-up.

The Problem

Daniel built a successful mobile brake repair business through Google, Facebook, and increasingly ChatGPT search. But his lead response process was entirely manual, and it was costing him.

"Texting customers for me personally is very time-consuming. We would either get a phone call or a text message or an email and it was all just kind of all over the place."

— Daniel Gibson, Owner, The Auto Llama



The real pain point was after-hours leads. A customer texting at 7 PM would go unanswered until the next morning, if Daniel even remembered.

"God forbid a customer texts me at seven o'clock at night and I'm done working for the day. I'm not gonna respond, and then by time eight o'clock rolls around the next morning, I'm gonna forget to respond more than likely. Just being honest, transparent."

— Daniel Gibson, Owner, The Auto Llama

Meanwhile, tire kickers and price shoppers were consuming the time Daniel did have. Customers looking for a "\$40 Craigslist special" required the same manual effort as a high-value brake job, and there was no way to filter them automatically.

The bottom line was clear:

"We were just leaving too much money on the table. Leads weren't being followed through with in enough adequate time. They were going elsewhere because nobody was getting to them. They would get lost in the funnel somewhere, or I was just the bottleneck, to be honest with you."

— Daniel Gibson, Owner, The Auto Llama

The Turning Point

Daniel knew the math did not work. He was paying for leads through Google and other channels, but was not converting them because his response process could not keep up. Leads were expensive and he was losing them to competitors who simply responded faster.

He needed a system that could respond instantly, qualify leads without his involvement, and filter out the tire kickers before they ever hit his plate.

That is when he found LeadTruffle.

The Implementation

LeadTruffle plugged directly into The Auto Llama's lead flow. When a new lead comes in, whether it is 2 PM or midnight, the AI responds immediately over SMS, qualifies the customer, gathers vehicle information, confirms the service package they need, and collects their address.

By the time Daniel sits down the next morning, the work is done.

"People will text at like 10, 11, 12 o'clock at night and it handles everything. If they want to schedule, there's the lead on your desk at 8 a.m. - hey, they want to schedule, here's their address, here's their vehicle info, here's the package they want, they're ready to go."

— Daniel Gibson, Owner, The Auto Llama

The qualification layer was equally important. LeadTruffle automatically filters out leads who are not a fit: price shoppers, the "just looking" crowd, and customers who are not ready to commit.

"One of the big stressors in our business - we would get a lot of tire kickers. People looking for a super cheap \$40 Craigslist special, and that's just not something that we offer. LeadTruffle helped take that off of our plate. You don't have to manually deal with that. It automates all that for us."

— Daniel Gibson, Owner, The Auto Llama

The Results

Daniel does not guess at the numbers. His receptionist pulls a monthly report of every closed lead that came through LeadTruffle.

"Our receptionist actually goes through every month and sends me a report for all the closed leads in a dollar amount that we close each month, just specifically through LeadTruffle."

— Daniel Gibson, Owner, The Auto Llama

During peak season, the results are clear: **30+ additional jobs booked per month**, entirely through the AI with no manual follow-up required. At a \$500 average ticket, that is up to **\$15,000 per month in new revenue** Daniel was not capturing before.

"In the busy season, we're closing between 25 to 30 additional leads per month. Just LeadTruffle alone. That's the bot taking care of everything, start to finish."

— Daniel Gibson, Owner, The Auto Llama

And those are truly incremental jobs, leads that would otherwise have gone cold or to a competitor.

"That's hands off, start to finish."

— Daniel Gibson, Owner, The Auto Llama

Why LeadTruffle

Beyond the results, Daniel values that the LeadTruffle team treats the product as a living system, not a finished box.

"A big thing dealing with you guys is that you're always looking to improve. You're not content with the product as it is. You guys are always adding new features and looking to help the end consumer, which is the business owner. You get a lot of companies out there who think they have a finished product - you guys do have a finished product, but you're not content with that. You want to keep growing and keep adding new things. For me, that's important."

— Daniel Gibson, Owner, The Auto Llama

How many additional jobs did The Auto Llama book with LeadTruffle?

During peak season, The Auto Llama reports closing 25 to 30 additional leads per month through LeadTruffle alone, with no manual follow-up needed.

How much monthly revenue did this create?

At about a \$500 average ticket, those additional booked jobs represent up to \$15,000 in new monthly revenue that was previously being missed.

What problem did LeadTruffle solve for this business?

LeadTruffle removed manual lead response bottlenecks by responding instantly 24/7, qualifying leads automatically, and filtering out low-intent tire kickers before they reached Daniel.

Can LeadTruffle handle after-hours leads automatically?

Yes. In this customer example, leads texting at 10 PM, 11 PM, or midnight were handled immediately, with full qualification details ready for follow-up the next morning.



Daniel Gibson

Daniel Gibson — Owner, [The Auto Llama](#) · Mobile Brake Repair, Cincinnati, OH



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