



Sonic Automotive Doubles Sales Appointments

Sonic's Challenge

Sonic Automotive operates over 100 dealerships spread across 13 states and 25 markets, representing approximately 25 automotive brands with the majority being luxury and imports brands.

Sonic Automotive is an industry-leading automotive retailer committed to providing customers with an outstanding automotive experience that is delivered with professionalism, integrity and enthusiasm.

The more people go to the dealerships, the more cars are sold. So, for Sonic Automotive the challenge was how to get more people into their dealerships.



The opportunity remained however, to maximize their investment and further increase the number of leads and appointments.

"We know we have a superior customer sales process in our stores, but in a highly competitive industry, getting them **in the store**, is the more than half the battle. AmplifAI helped us get more people into the store, but also let us see the results of our campaigns, and see and take action on our top and bottom performers!"

Mike Naifeh

Contact Center Director

Results

Results data from the first nine months using the platform showed a very positive picture. Sonic Automotive nearly doubled the number of sales appointments set per day and achieved the uplift in getting more people in the store that they were looking for from the platform.



88%

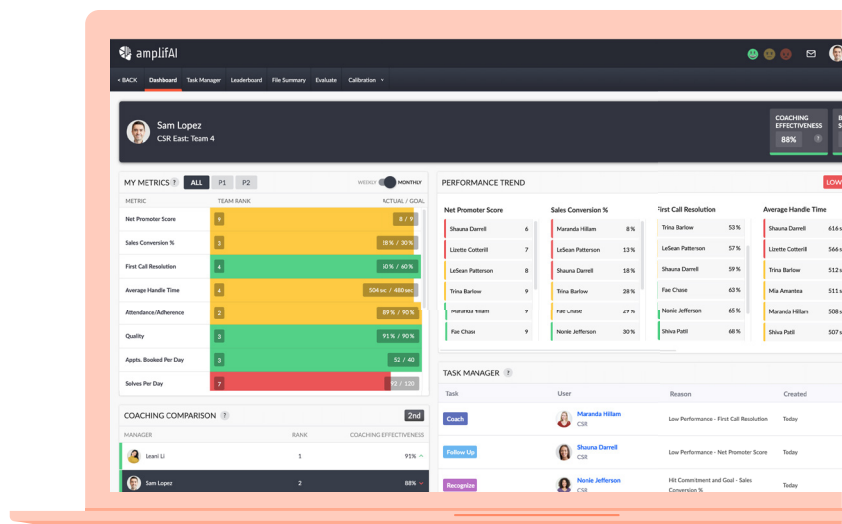
Increase in Average Monthly Appointments Set

How Sonic Accelerated Sales

Sonic Automotive implemented AmplifAI – a single platform with real-time performance dashboards and AI automation and tracking of performance management and social recognition functions.

- ❖ From the Employee Performance Dashboard, Sonic Automotive was able to view employees' current and historical performance, their completed and open coaching commitments, and their status on tasks and training assignments, which easily outlined who needed the most help.
- ❖ The Business Intelligence function in AmplifAI identified and profiled high performers, enabling creation of a knowledge base of top performer behaviors, like overcoming objections, and a library of successful calls. Using these tools, managers were able to apply a consistent approach to coaching for specific commitments on proven behaviors, thereby increasing their occurrence.
- ❖ AmplifAI tracked and managed everything as well, automating coaching and task reminders and pushing social recognitions that continuously reinforced the culture of engagement and action.

Real-time updates on performance metrics, ongoing coaching and training, daily tasks and automated reminders, all minimized the need for constant oversight and management – and equipped employees and managers with the tools needed to perform each of their jobs with greater confidence and results.



Quantifying Sonic's Success

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About Sonic Automotive

Sonic Automotive started when O. Bruton Smith as a young man, fell in love with cars and began racing and building them in his parent's garage and subsequently began selling them in his front yard. His passion for building, racing, and selling automobiles led him to open his first used car dealership in Charlotte, North Carolina.

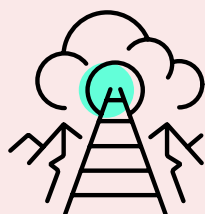
Today, Sonic Automotive, as a public, Fortune 500 company and member of the Russell 2000 Index, is among the largest automotive retailers in the United States. The dealerships offer sales of both new and used cars and light trucks, sales of replacement parts, vehicle maintenance, warranty, paint and collision repair services, and extended warranty contracts, financing and insurance.

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About AmplifAI

AmplifAI is an all-in-one Performance Acceleration Platform leveraging the power of AI to dramatically improve contact center sales and service performance. AmplifAI's data-driven approach accelerates performance by delivering personalized insights and actions across the enterprise resulting in dramatically improved business outcomes.



Discover how AmplifAI can
accelerate your sales & service
performance.



[Schedule your demo here!](#)

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