Cardinale Automotive Group

CASE STUDY:

CARDINALE AUTO GROUP

Scaling Performance Across 26 Rooftops with Smarter Call Tracking, Coaching, and Automation

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About Cardinale Auto Group

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Cardinale Auto Group began as a family-owned dealership in 1980. Over four decades, it expanded significantly, currently operating **26 dealerships** nationwide. Guided by strong core values—including being management-driven, activity-based, and fostering outstanding relationships—Cardinale prioritizes transparent, measurable actions to drive dealership performance.

The Challenge

After facing tough economic conditions, Cardinale Auto Group recognized the need for stronger performance tracking and transparent accountability. They managed their dealerships through activity-based management, setting standards like **10 outbound calls daily per salesperson** and **2 daily appointments**.

However, their previous tools, such as DealerSocket, lacked the detailed insight and reliability necessary. The company faced critical challenges:

- **Inefficient daily tracking of activities.**
- **Lack of transparency around true performance metrics.**
- **Difficulty in maintaining consistent, honest engagement from staff.**
- **High employee turnover and frustration from unclear accountability.**

The CallRevu Solution: Monitoring, Coaching, and AI

Cardinale turned to CallRevu to address both sales and service tracking with a combined approach:

1. **Call Monitoring & Analytics**

   Cardinale implemented CallRevu's monitoring and analytics platform across all rooftops, gaining visibility into every inbound and outbound interaction. Marketing ROI became measurable, lead handling became trackable, and missed opportunities were no longer invisible.

2. TestTrack + CallCoach Training

They paired this with CallRevu's AI-powered training stack:

TestTrack

TestTrack gave reps targeted, off-the-phone call scenarios with instant scoring and feedback.

CALLREVU CallCoach™

CallCoach surfaced insights from real calls—missed opportunities, objections, tone shifts—to guide follow-ups and coaching conversations.

Managers used both tools to drive consistency in execution and track performance at the individual and store level.

3. Digital Voice Assistant (DVA)

To handle service volume and increase booking consistency, Cardinale deployed CallRevu's DVA across multiple locations. **DVA handled inbound service calls, scheduled appointments in real time,** and **automatically logged call summaries to the CRM and scheduler**. It also followed up on missed leads, declined services, and post-visit review outreach—without needing staff to intervene.

Impact & Results

By integrating CallRevu's tools, Cardinale experienced substantial, measurable improvements:

Sales Impact:

INCREASED MONTHLY SALES: Each dealership saw an average **20-unit monthly sales increase**, totaling **520 additional units** across all locations.

Cardinale now captures at least **2 additional sales appointments daily** per dealership, further driving consistent growth.

Service Impact:

SERVICE DEPARTMENT GROWTH: Boosted daily repair orders by **5 per store**—translating roughly to **$1,000 extra revenue per store per day**.

STRONGER BOOKING PERFORMANCE WITH DVA: Within the first week of launch, CallRevu's DVA helped achieve a **28.9% average conversion rate**, **with top stores reaching 34.8%**, quickly driving more service appointments with minimal lift.

Operational Improvements:

ENHANCED OPERATIONAL ACCOUNTABILITY:
Detailed reports and **real-time analytics led to clear, actionable data**, significantly improving daily task compliance and reducing missed opportunities.

REDUCED TURNOVER & IMPROVED STAFF SATISFACTION:
Clearly defined roles and expectations, supported by **accessible data, made daily activities more rewarding and effective**.

CLIENT TESTIMONIAL

> *"It wasn't until we joined CallRevu that our eyes were opened and we saw what true transparency really looked like.*

> *"We went from inefficient processes and constant frustration to clear, measurable accountability and improved employee satisfaction.*

> *"CallRevu provides easy-to-use information that my people want to use, valuable AI that shows me where to look to find the $$, and reports that make sure the job actually gets done.*

Key Takeaways

CallRevu provided Cardinale Auto Group with a fully integrated solution that combined call monitoring, training, and automation, helping the group drive measurable performance improvements across all 26 locations:

- **Sales and service teams** hit daily activity goals with confidence
- **Managers coached** with insight, not guesswork
- **DVA reduced** missed opportunities and helped staff focus on higher-value tasks
- **Across rooftops**, Cardinale scaled execution, improved results, and kept teams aligned

The all-in-one platform gave teams the tools to stay accountable, act faster, and improve follow-through at scale, proving that when data, coaching, and automation are connected in a single workflow, consistent results follow.

ABOUT CALLREVU

CallRevu is the leading communication intelligence platform built for automotive retail—empowering dealerships to take control of every conversation, from the first ring to the final result.

Our unified solution combines a hosted phone system, call monitoring, performance training, and reputation management—fueled by AI-powered analytics that turn every customer interaction into actionable intelligence.

Founded in a dealership in 2008, CallRevu was created by the industry, for the industry. We deliver the tools dealerships need to drive revenue, improve operations, and deliver exceptional customer experiences.

OUR MISSION

To fuel dealership growth through communication intelligence—transforming every call into data, every insight into action, and every action into a better customer experience. Anchored by a purpose-driven, hosted phone system, our platform empowers dealerships with real-time analytics, performance tools, and training—because we're obsessed with helping our partners serve customers smarter, faster, and better.

Elevated Intelligence™. Unified Solutions.

To learn more visit: https://www.callrevu.com/

Schedule a demo today

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