Case Study
Tire & Auto Shop

Product: Convirza Sales Enablement & Call Tracking

At a Glance
This chain tire store has over 200 locations throughout the eastern half of the United States. Every day they receive high call volumes across every area. They follow a 6-step scorecard to ensure customer satisfaction.

CHALLENGES
They needed to have ALL their calls recorded and scored. They had a large team manually scoring calls, but were inaccurate (85%) at such a high volume. In addition, they only scored 20,000 of the 500,000 total calls the company was receiving each month. They were having trouble with marketing attribution, knowing which leads came from which sources.

SOLUTIONS
Convirza was able to completely automate their Scoring, Marketing Data, Call Tracking & Quality Assurance while reducing their monthly cost by over 75%.

Key Metrics

- **75%** Reduction in total costs after implementing Convirza.
- **6M CALLS** Recorded & Scored (vs 250k before).
- **95% PLUS** Precision using their custom scorecard with AI. (compared to 85% manual)

**BENEFITS**

1. **Significantly Reduced Labor Costs**
   By reducing their staff significantly, they saved over $100,000 per month in labor costs. This came alongside added benefits listed below.

2. **95% Precision on Scorecard**
   Their manual scoring team averaged 85% accuracy. Convirza Conversation Analytics® has averaged 95% PLUS through the past 12 months, providing higher quality scorecards.

3. **Scoring on EVERY call, not just 4% of calls**
   By using Convirza Sales Optimization platform, they are now able to score every call that comes through the stores in near-real time. This provides them significantly more data.

*Company Name Removed for Privacy*