



## Success Story:

# From Missed Calls to 24/7 Coverage: Rick Hill Imports' AI Transformation

Rick Hill Imports is a long-standing, family-owned luxury automotive dealership based in Kingsport, TN. Steeped in tradition but always looking for ways to innovate, the dealership is dedicated to elevating the customer experience at every turn. But like many high-performing dealerships, their service department was drowning in calls and customers were feeling it.

Michaela Hill, Marketing Communications Director, recalls the frustrations that hung in the air before the arrival of a new solution. “We used to have complaints, a lot of people saying we never answer the phone—specifically service department related, because they’re always flooded with calls. That complaint is rare, if ever, nowadays.”



## The Problem

Rick Hill Imports' previous phone system was beset by reliability issues. Prior to using GoTo, Michaela remembers: “we had a lot of outage issues, random things like phone numbers would stop working or everything would stop working randomly, which is, of course, not good,” Michaela remembers. The system was basic, with little flexibility or scalability and no smart call management.

Because of these challenges, customers with urgent questions often found themselves waiting for answers, increasing the risk that their frustration would lead them to seek help elsewhere. Each unanswered call affected customer satisfaction and resulted in missed opportunities for the dealership, making it clear something needed to change.



## Enter GoTo Connect's AI Receptionist

The dealership was among the first to adopt GoTo Connect for Automotive's AI Receptionist with scheduling capabilities. The impact was immediate and profound, transforming their operations and allowing them to serve every customer opportunity around the clock.

*“It gives us a safety net—that’s the best way to put it. It’s necessary because it’s just simply not possible to catch every single phone call that comes in. So the AI Receptionist allows us that flexibility. If we miss something, it’s going to be cradled in that bucket of the AI tool,” she explained.*



## Impact on Customer Experience

### Fewer complaints, greater satisfaction:

The night-and-day difference was first registered in customer complaints—by their sudden absence.

*“Before someone would come in and say, ‘I have been trying for days to reach you guys.’ And that’s horrifying. Obviously, you never want to hear that. That rarely ever happens anymore. It’s great.”*

### After-Hours Support Where It Matters:

The AI Receptionist and scheduler opened a new door: round-the-clock service.

*“We are able to schedule after hours now, which was never the case before,” Michaela noted. The AI Receptionist also answers routine questions and provides guidance, even for emergencies: “People that call in after hours who are stuck on the side of the road can now get help with roadside assistance and, if they need a tow in, the AI Receptionist directs them on how to do so. It just offers a whole other level to our customer base that otherwise would have no way to get in contact with us after hours.”*

### Impact on Staff & Operations

Improved Workflows and Employee Focus:

The AI Receptionist didn’t just fill gaps—it fundamentally reshaped staff roles. The time-savings were dramatic:

*“The AI Receptionist takes so much pressure and workload off our advisors. They are freed up now to do other more impactful work because there’s an AI Receptionist that can run our phone lines. We love it. It is super helpful and only going to get better the more we’re able to utilize it.”*



## Looking Ahead

For Rick Hill Imports, the AI Receptionist is not just an advantage—it's essential. Her advice pulls no punches:

“If you're not using it, you're already behind. It's vital at this point to have some kind of AI Receptionist. Especially as a dealership, it's necessary because it's just simply not possible to catch every single phone call that comes in.”

As Rick Hill Imports prepares to go fully live with the AI Receptionist during all business hours, anticipation is high. “We've really enjoyed it. I would recommend it to anybody and we're excited to keep progressing it.”

The dealership's customer satisfaction has taken a leap forward, transformed by a virtual team member who never misses a call and always has the answers.



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