



What Your Missed Calls Are Actually Costing You

GoTo
Connect
for Automotive

WARDSAUTO™

Custom content for GoTo from Studio by Informa TechTarget

Introduction

Dealership profitability depends on more than inventory, pricing, and marketing. It depends on communication. Yet many dealerships still rely on disconnected phone systems, standalone call-tracking tools, and siloed technologies that make it difficult to understand what's happening across sales, service, and operations. The result is missed calls, inconsistent follow-up, limited visibility, and lost revenue opportunities.

This playbook explores how modern, AI-powered dealership communications can help dealers turn customer interactions into a competitive advantage. It examines the challenges created by outdated communication systems and highlights how integrated communications, real-time analytics, and AI-driven insights can improve customer experience, increase operational efficiency, and drive stronger business performance.



Overview

- 1. The Hidden Cost of Poor Dealership Communication Pgs. 5-8**
How disconnected tools, missed calls, and delayed responses impact sales, service revenue, and customer satisfaction.
- 2. Turning Communications into a Profit Driver Pgs. 9-10**
How integrated, AI-powered communications help dealerships capture more opportunities and improve performance.
- 3. Sales and BDC Visibility Pgs. 11-13**
Using conversation intelligence, automated tracking, and real-time coaching to improve lead management and appointment-setting.
- 4. Streamlining Service Operations Pgs. 14-15**
Reducing missed service opportunities through AI-assisted scheduling, call routing, and improved customer communication.
- 5. Enterprise Visibility for Dealer Leadership Pgs. 16-17**
How general managers and dealer principals can gain a complete view of performance across departments and rooftops.
- 6. OEM Oversight and Performance Management Pgs. 18-19**
The role of communications data and analytics in supporting dealership benchmarking and operational excellence.
- 7. Simplifying IT Management Pgs. 20-21**
How cloud-based communications reduce complexity, accelerate deployment, and minimize ongoing administration.
- 8. Frequently Asked Questions Pgs. 22-23**
Answers to common questions about implementation, integrations, training, and return on investment.
- 9. The Future of Dealership Communications Pgs. 24-25**
The Future of Dealership Communications

Why communications infrastructure is becoming a critical driver of dealership growth, customer loyalty, and long-term profitability.

At the end of the month, the scoreboard tells a confusing story. Your team looks busy, phones are ringing, and everyone seems slammed. At the same time, appointments are soft, follow-up is inconsistent, and too many opportunities disappear before they ever turn into revenue.

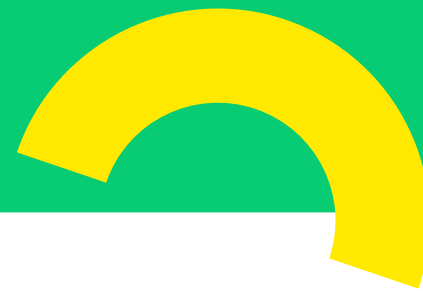
The problem isn't effort. It's your outdated dealership communication platform and disconnected tools that hide what's really happening on every call, in every department, and across every rooftop.

With profitability under pressure, dealers need more than disconnected communication tools. GoTo Connect is an AI-powered communications platform built for dealerships, helping streamline interactions, improve visibility, and reduce manual work that slows down sales and service.

85% 

of sales calls are from qualified buyers.

How many does your dealership miss?



The Hidden Cost of Poor Dealership Communication

Many dealerships operate with disconnected communication systems that make it difficult to track customer interactions and measure performance. Missed calls, slow follow-up, and siloed data create revenue leaks across sales and service departments, particularly during after-hours periods when many leads are generated.



You've got a BDC team juggling multiple tools, the general manager asking why call conversion numbers look different across rooftops, and services lanes that have too much downtime.

Callers to a dealership spend an average of 3 minutes on hold, and about one-third hang up while on hold. About 60% will leave a voicemail, or someone will take a message.¹

According to the National Automobile Dealers Association (NADA), 56% of dealership leads come in after hours. But only 37% of dealerships respond to these after-hours auto sales leads within 1 hour.²

Those customer service gaps reflect the limitations of traditional dealership phone systems. First is the basic office phone system, with handsets on each desk, the ability to transfer calls to different in-house numbers, and a voicemail system. These systems are essentially black holes, not connected to anything else in the building. These systems aren't flexible enough for sales staff, who prefer to talk and text on their personal mobile phones. With their own phone, sales staff can move from the desk to take ups and text photos and links to clients while on the move.

More recently, Voice over Internet Protocol (VoIP) systems have freed the phone system and enabled dealers to use call-monitoring and analysis software to manage performance. With VoIP systems, dealers can use point solutions, software for a single use, like call monitoring or appointment setting.

They may be disconnected from the dealership management system (DMS) or customer relationship management (CRM) tools. The DMS and CRM are the nervous system of the dealership, handling inventory and customer information, but they don't receive the signals they need from the point solutions.

3 min

Average time a caller spends **on hold** with a dealership.

1/3

Roughly one-third of callers **hang up** while still on hold.

60%

Leave a **voicemail** or have someone take a message.¹

According to the National Automobile Dealers Association (NADA)

56%

of dealership leads come in after hours.

37%

respond to those leads within 1 hour.²

¹ "Automotive Industry Report," CarWars.com. 2024.

² "Dealership Workforce Study," National Association of Auto Dealers. 2025

Dealers have had to choose between these two less-than-ideal solutions: a simple phone system that integrates with their CRM or DMS, or a tech-forward solution that creates data silos.

Enter GoTo and the next generation of dealership communication.

GoTo solves both of those problems simultaneously. Dealerships can adopt a tech-forward solution and send data to platforms where decisions are made.

GoTo is an AI-powered communications platform purpose-built for automotive dealerships. It's designed to streamline every interaction, from closing deals to scheduling service, using modern communications channels and real-time multi-rooftop reporting. Ready-to-use integrations with popular dealership solutions support existing workflows and provide advanced real-time analytics and dashboards.

Dealerships that use GoTo find it adapts to employees' workflows rather than employees adapting to the platform. Whether a salesperson uses the desk phone, cell phone, or a mobile app, the interaction will be captured, transcribed and posted to the CRM. The employee doesn't have to take the extra step of logging the conversation. Employees can use the mobile app on their own phone or a desk computer. Every conversation is captured and analyzed to ensure it hits the right messages and touchpoints, and to help the dealership retain customer information.



“No matter how many employees we have answering the phones, there are always missed calls... This tool helps us catch any overflow and take a huge load off our Service Advisors so they can **better focus on the people standing in front of them.**”

Michaela Hill

Communications Manager, Rick Hill Imports



➔ [Read the case study for Rick Hill Imports](#)

Evolving communication options



Standard UCaaS providers

- ❌ Not dealer-oriented features
- ❌ Not integrated



Point solution

- ✅ Reporting & analytics
- ❌ Complex integration
- ❌ Higher costs

GoTo
Connect
for Automotive

GoTo Connect for Automotive

- ✅ All-in-one platform
- ✅ Dealership-specific tools
- ✅ Easy integration

“Unifying everything into one solution has been amazing. Texting, faxing, recording, and reporting from a single central location are huge upsides. I was able to cancel 6 or 7 different products once we made the switch.”

Todd Hawkins
IT Manager, BMW of Murray

GoTo
Connect
for Automotive

➔ [Read the case study for BMW of Murray](#)

Turning Communications into a Profit Driver

Modern communications platforms can do more than route calls. By combining voice, text, chat, and analytics into a single system, dealerships can improve responsiveness, streamline workflows, and gain greater visibility into customer interactions without disrupting existing processes.

No matter how many employees are answering phones, it always seems like calls to sales and service are missed. Each missed call represents thousands of dollars lost in sales margin and service revenue.

What happens on the calls that do connect is just as important. Do salespeople set appointments? Do they ask about trade-ins? Do they present the product and the dealership's policies accurately? GoTo's AI-assisted call reporting gives managers tools to identify trends and take corrective action.

As a purpose-built solution for dealerships, GoTo provides omnichannel capabilities, including phone, SMS, social and web chat to communicate with customers where they are. There's no need to compromise your workflow to adapt to the tool, because it's designed for how dealerships work every day. Employees won't find workarounds because it's so easy to use.

The transition to GoTo feels like an easy upgrade — there are no disruptions to existing systems. GoTo easily integrates with the systems your team already uses every day, such as Tekion, Reynolds & Reynolds, DriveCentric and more. With GoTo's direct integrations, you won't need to invest in IT to get up and running quickly.



GoTo modernizes dealer communications. Reach customers through their preferred method — some love texting, others prefer a phone call. Reach your customers where they are. Everything that happens is recorded in the database and is available across multiple rooftops.



Sales and BDC Visibility

Sales and BDC managers often lack insight into how leads are handled once customer conversations move across multiple channels. Integrated communications and AI-powered analytics provide visibility into appointments, follow-up activity, customer sentiment, and coaching opportunities, helping teams improve conversion rates and customer experience.

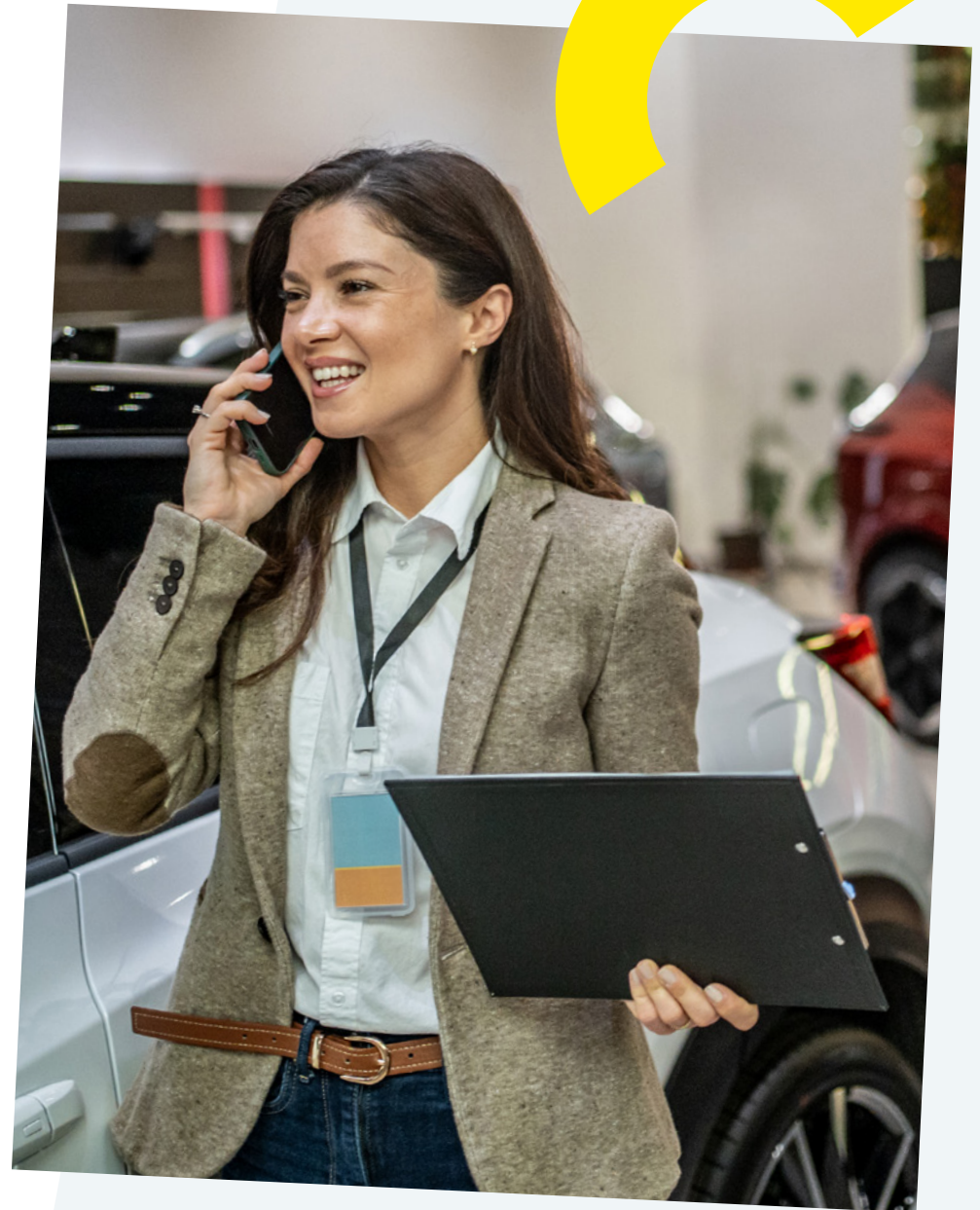


A salesperson responds to a phone call from an online lead-generation site within 2 minutes of the lead coming in. Great job, right? You overhear the salesperson give their personal cell phone number instead of the site's tracking phone number. You can't track the salesperson's follow-up, and if they leave the dealership, you may lose the lead.

As a dealership owner or manager, you don't know how many appointments your sales team misses because each platform is a silo of information. The customer communications software doesn't talk to the appointment software and so on. It's too hard to know what's going on in your own showroom.

Customer satisfaction is impossible for you to accomplish because there's no trail to follow. And, it's difficult to comply with data protection regulations for customers' personal information, exposing the dealership to potential fines.

For many dealerships, employees have been reluctant to use call tracking programs because they require extra steps. GoTo fills the gap with direct integrations with the CRM and DMS. Employees use the mobile app to make a call or send a message. Each interaction is logged without the employee doing anything.



GoTo allows sales and BDC managers to multiply themselves, giving them ears and eyes everywhere. With GoTo's sentiment analysis, topic detection, and AI scoring, managers have the ability to provide real-time feedback and monitor the customer experience to improve CSI ratings.

Sentiment analysis and topic detection flag issues in real time, so a BDC manager doesn't have to sit in on 50+ calls a week to know which reps are building opportunities and which are losing leads.

For example, GoTo's AI topic-detection analytics can flag customer interactions related to specific vehicles. If a customer was interested in a pickup truck but didn't buy, the sales team can reach out when there's a new model or an incentive financing offer.

Some dealerships have ditched desk phones altogether, equipping sales staff with mobile devices for customer interaction. Salespeople have the tools they need at their fingertips, and customers appreciate the casual conversations on the lot. GoTo gives sales teams the tools they need to delight their customers.

“GoTo’s reporting tools helped Ewing Automotive **slash unanswered finance calls from 85% to 15% in weeks.**”

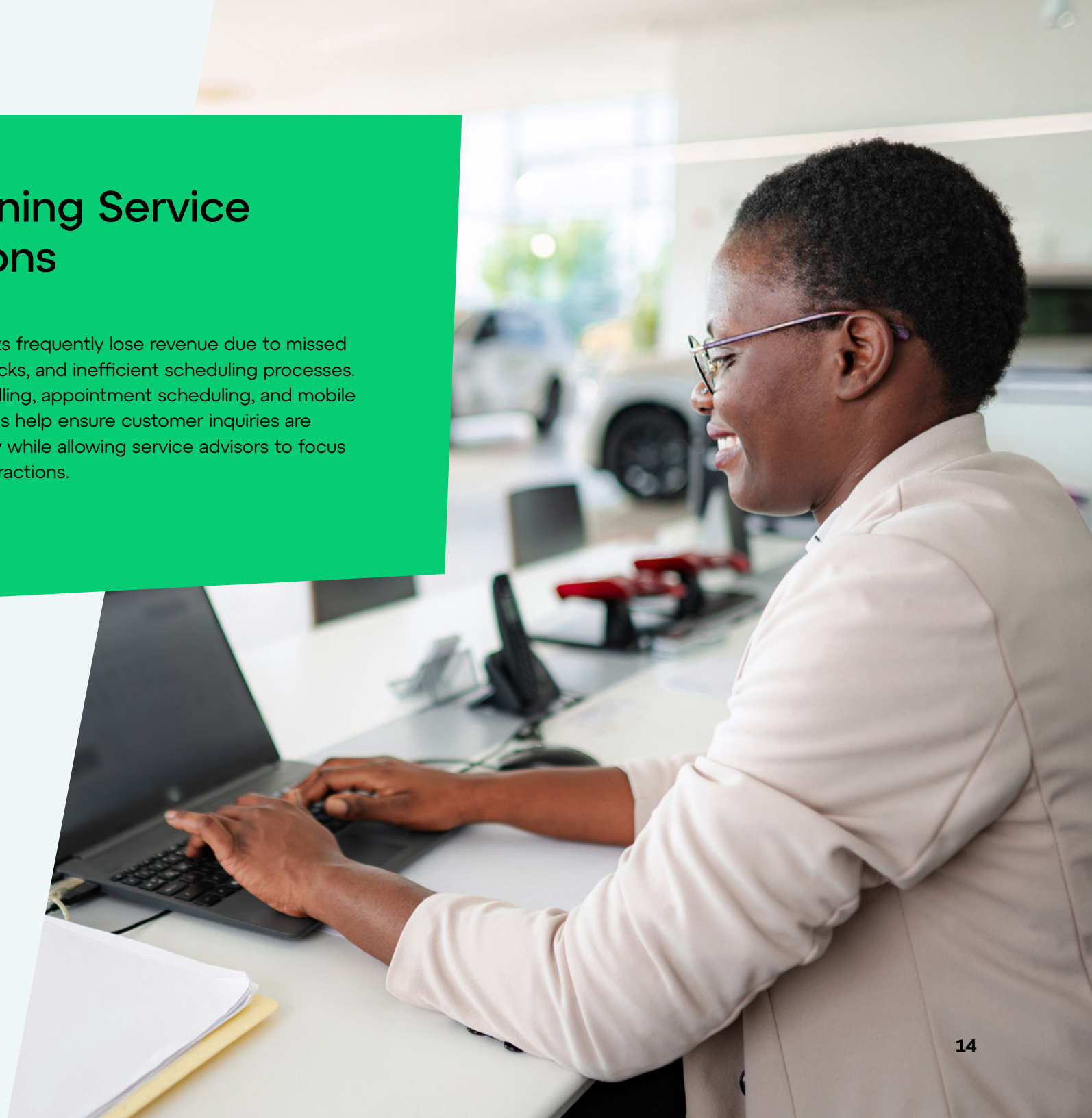
Bob Calabrese
Client Relations Director, Ewing Automotive



➔ [See Ewing Automotive Group Success Story](#)

Streamlining Service Operations

Service departments frequently lose revenue due to missed calls, delayed callbacks, and inefficient scheduling processes. AI-assisted call handling, appointment scheduling, and mobile communication tools help ensure customer inquiries are addressed promptly while allowing service advisors to focus on higher-value interactions.





Just as the customer's head hits the pillow, he remembers he forgot to schedule an oil change. He leaves a message on the dealership's service line. Two days later, he hasn't had a callback and decides to stop by the quick-change shop on the way home from work. That one missed appointment may lead the owner to have his vehicles serviced by independent shops for years to come.

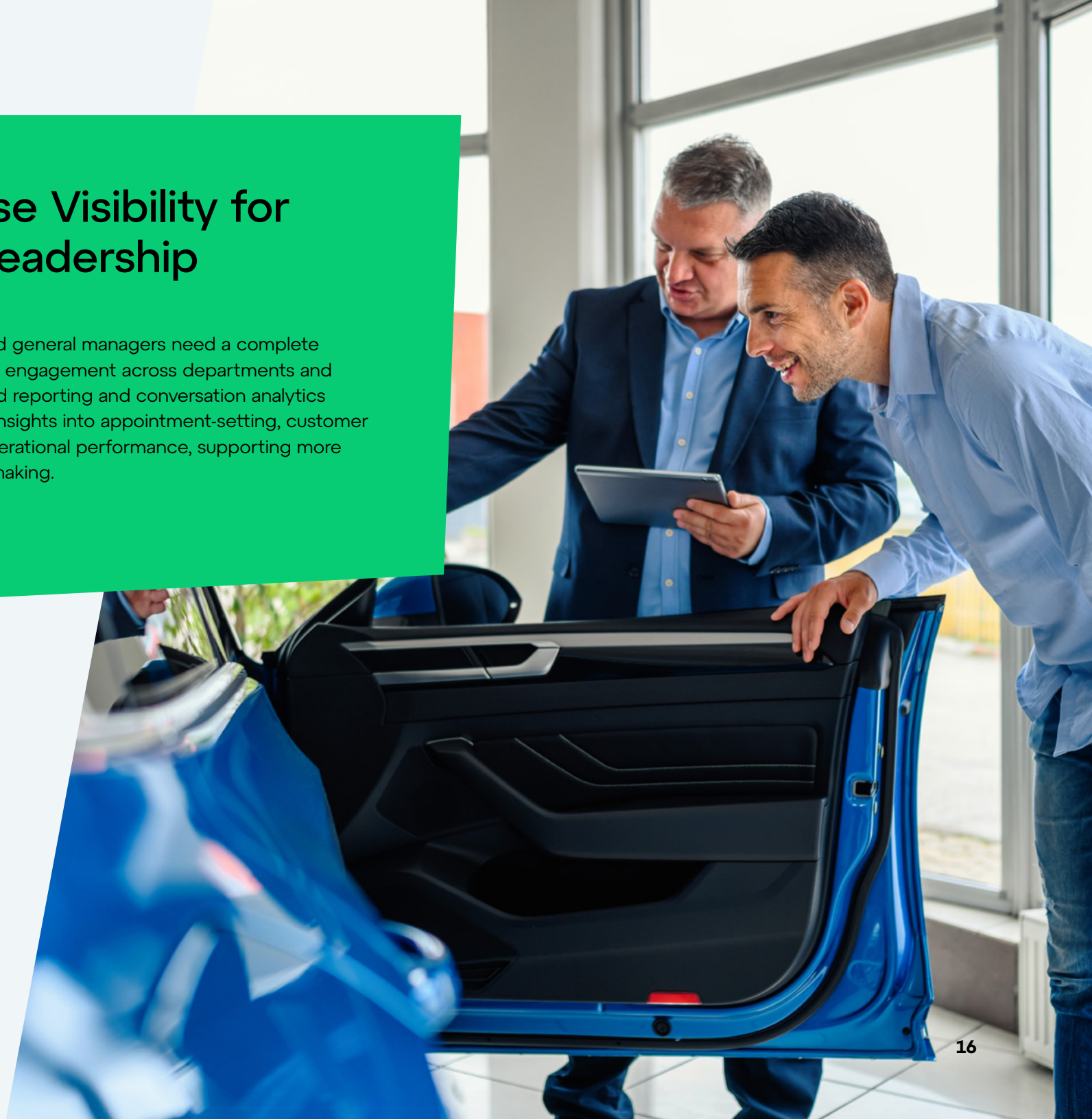
You may train your service writers to deal with the person in front of them rather than answer the phone. But customers hang up quickly if they're put on hold.

Missed calls, slow routing, and manual appointment handling can directly affect service revenue and profit. AI-enabled routing and scheduling free up service advisors to focus on in-store customers and upsell opportunities. Advisors are freed from phone duty, giving them more time for walk-around upsells and one-on-one customer engagement.

GoTo helps handle call overflow through AI-assisted service scheduling, ensuring every call is handled and building service loyalty with satisfied customers. With the mobile app, service advisors can communicate from anywhere, improving their efficiency and customer satisfaction.

Enterprise Visibility for Dealer Leadership

Dealer principals and general managers need a complete picture of customer engagement across departments and rooftops. Centralized reporting and conversation analytics provide actionable insights into appointment-setting, customer interactions, and operational performance, supporting more informed decision-making.



The dealer principal hears phones ringing in the bullpen, but no one answers. The sales manager doesn't know why. The IT person doesn't know why. In the meantime, qualified buyers are met with a message or a busy signal.

What's the No. 1 question dealership management asks? Did we schedule an appointment? Your call-tracking platform may provide this information using expensive call-tracking numbers. But these services only work with phone numbers from lead-generation services. Otherwise, there's no visibility into phone ups. These best-of-breed point solutions create data silos, and most don't support omnichannel messaging. Appointments may not be recorded in the CRM, so there's no record of contacts.

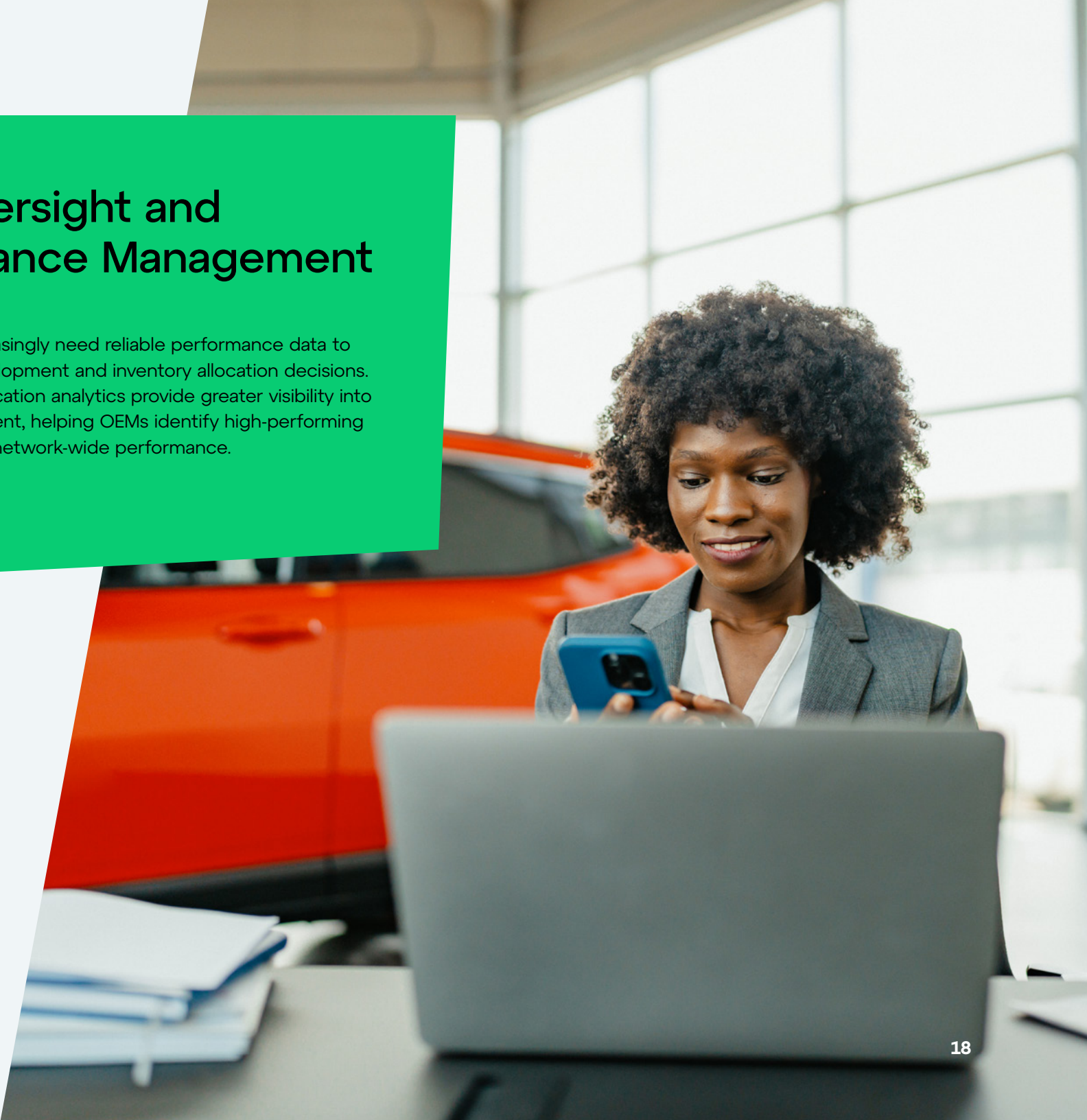
With GoTo, every number is a call tracking number. Every interaction is logged, tracked, and sent to the CRM, where management runs reports and makes strategic decisions based on a complete picture of what's happening at every desk, every day. GoTo's AI-enabled conversation analysis can track any interaction in the app to see whether an appointment has been set and send an alert if it hasn't. Also track other top queries, such as trade-ins and financing preferences. The AI can surface business-critical conversations so management can identify and remedy any gaps. You can manage all locations or just one through the dashboards and reporting system.

Setup is easy, with integrations for popular dealership solutions. You don't have to change a thing with your current workflow. Set up for multiple rooftops is just as easy — launch in one day across your entire footprint. Changes flow to every location simultaneously without requiring IT support, so the system doesn't have to go down for an update.



OEM Oversight and Performance Management

Manufacturers increasingly need reliable performance data to support dealer development and inventory allocation decisions. Enhanced communication analytics provide greater visibility into customer engagement, helping OEMs identify high-performing stores and improve network-wide performance.



There's a hot new model hitting showrooms in the fall. The OEM's regional planning manager wants to allocate inventory to the dealerships that know how to turn and earn. The top performers may even get extra units from the discretionary pool to sell more units while the hype is hot. While standard call-tracking platforms have been useful, OEMs want a solution that offers greater assurance for allocation decisions.

For OEMs, GoTo enables oversight across multiple rooftops. Changes can be deployed in a single day without outside vendors or enterprise complexity. Dealerships that adopt GoTo require much less operational oversight, providing relief for OEMs.

With GoTo's AI-enhanced call tracking and analysis features, OEMs can confidently identify their top-performing stores. Dealerships are eager to adopt GoTo to improve the customer experience and report their stats to the manufacturer to prove their high performance.



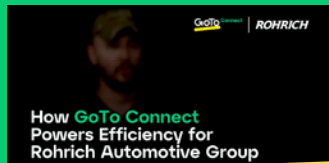
Simplifying IT Management

Managing communications across multiple locations can create significant administrative burden. Cloud-based communications platforms simplify deployment, updates, and system administration while reducing reliance on external vendors and IT resources.



“I was able to solve (the dial plan problem), whereas that would have taken hours with an on-site PBX using a vendor.”

Adam Lobdell
Director of IT, Rohrich Automotive



➔ [Watch Rohrich Automotive Success Story](#)

When a storm threatened one of Rohrich Automotive’s nine dealerships, IT Director Adam Lobdell pulled over to the side of the road and updated the system accordingly. He quickly changed the dial plan and added a message to let customers know that responses from the affected locations may be delayed.

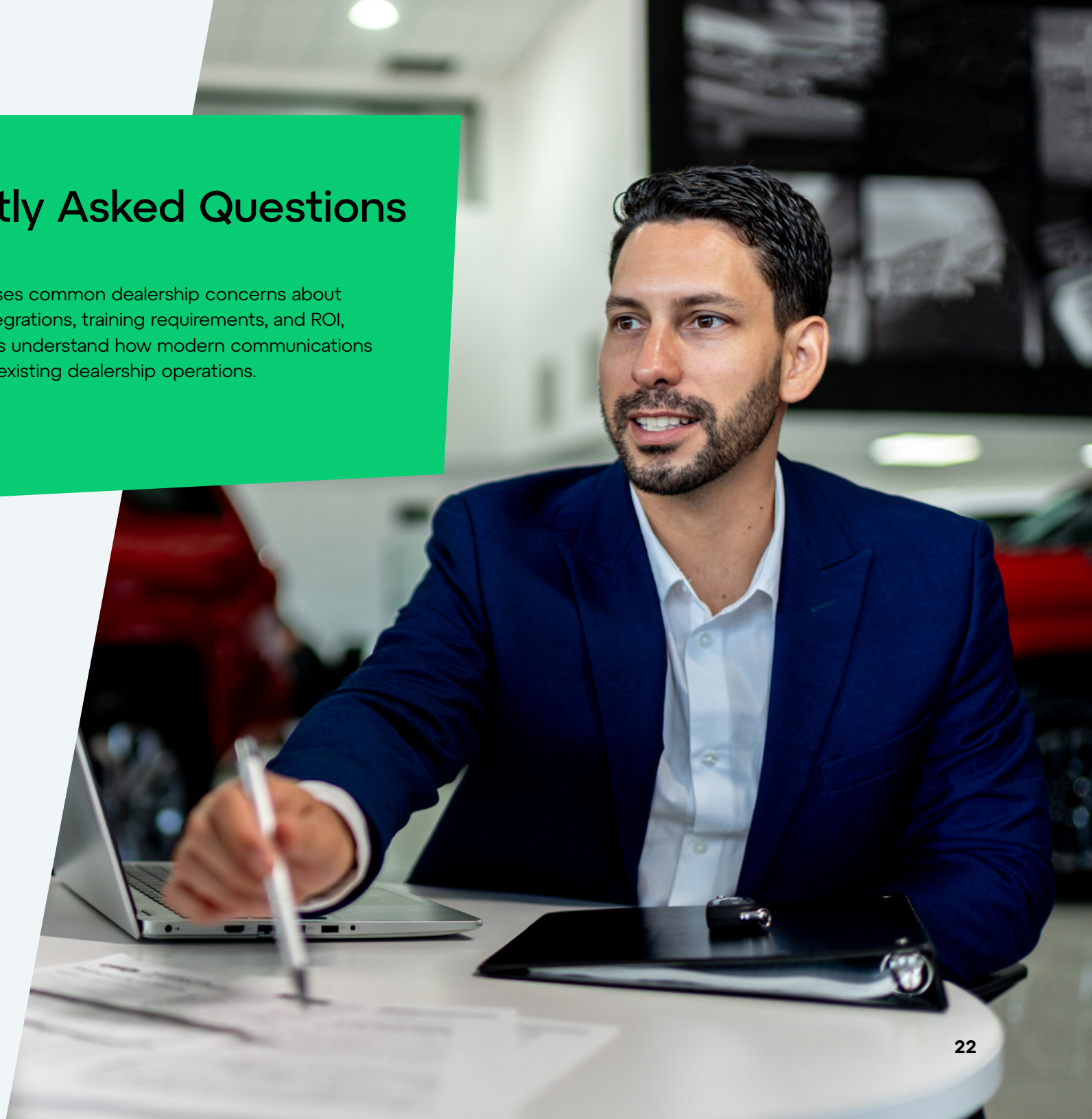
“I was able to solve that problem, whereas that would have taken hours with an on-site PBX using a vendor,” says Adam Lobdell, Director of IT, Rohrich Automotive.

Bob Calabrese had a similar experience. “I’m amazed at how easy GoTo is to use, the fact that I don’t have to call my IT department anymore to move dial plans around, and it’s so easy I can do it all in-house.”

GoTo’s cloud architecture means it can be deployed without a lengthy on-premises setup and accessed from anywhere to configure settings. That means there’s no need to submit a ticket and wait for a response from a service provider. It’s a fully integrated system where all the parts communicate without additional permissions or log-ins.

Frequently Asked Questions

This section addresses common dealership concerns about implementation, integrations, training requirements, and ROI, helping stakeholders understand how modern communications platforms fit within existing dealership operations.





We've spent years building our DMS and CRM workflows. Will this undo all of that?

You can maintain your current applications and databases, and GoTo provides a single pane of glass view via easy-to-implement APIs for popular industry solutions.

Our managers are already stretched thin. How much new training are we really talking about?

Installation time is minimal, and your team can manage phone trees and messages in the mobile app without external resources.

We see lots of salespeople and demos. How do we know which one to choose?

GoTo is the only dealer solution that combines data and analytics from the core phone system and integrates directly with existing CRM and DMS. It's designed from the ground up to support how your dealership does business.

How do we justify this investment to our ownership group?

Leads contacted within 5 minutes are 21 times more likely to enter the sales cycle compared to those contacted after 30 minutes.³

Missed service calls cost dealerships about \$90,000 a month in lost revenue and send a ripple effect of poor customer experience.⁴
ROI begins with the one-day installation

³ DAS Technology Lead Response Study, DAS Technology. 2025.

⁴ 2024 Trends, Numa. 2024

The Future of Dealership Communications

As customer expectations continue to evolve, communications technology is becoming a key differentiator for dealership success. Organizations that improve responsiveness, visibility, and operational efficiency through integrated communications will be better positioned to drive growth, customer loyalty, and profitability.



Imagine a dealership where every call is answered by the second ring. Appointments for sales and service can be made around the clock. Salespeople phone or text customers with images and quotes, and every interaction is recorded and analyzed.

Dealerships that will win in the next five years won't just have better inventory or sharper pricing. They'll respond faster, coach smarter, and run tighter ops across every rooftop because their communications infrastructure makes all of that possible.

Learn more about how your dealership can boost profitability and enhance the customer experience.

[Book a Demo](#)





About GoTo

As the leader in cloud communications and IT, GoTo is dedicated to powering a world of work without limits. The GoTo portfolio of products offers secure, reliable, AI-enabled solutions that are simple to adopt for small and midsize businesses, and scalable to enterprises worldwide. GoTo continuously improves human experiences for AI-enabled workforces across hundreds of thousands of customers.

