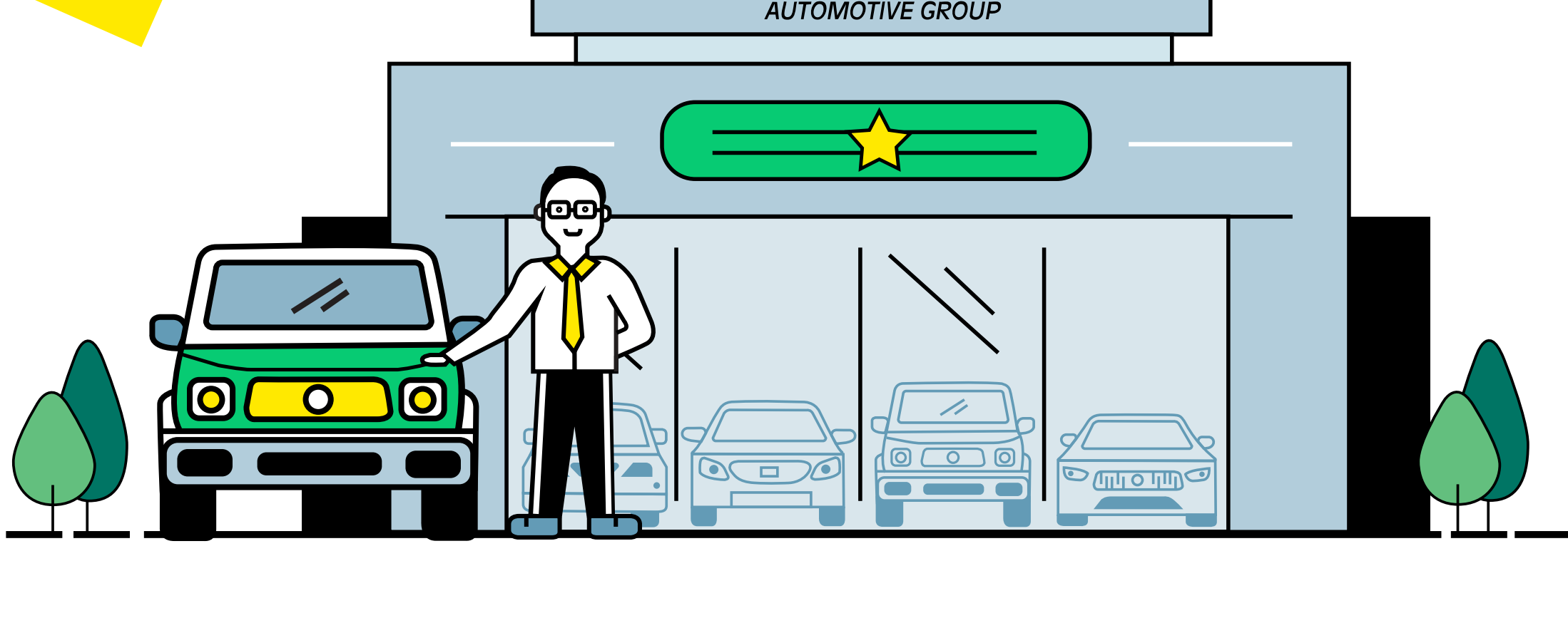


How GoTo Bob Elevated

EWING

AUTOMOTIVE GROUP

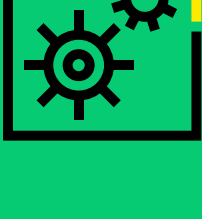


Bob Calabrese is a veteran Director of Client Relations with 20 years in the automotive industry. He drives customer satisfaction, loyalty, and revenue by optimizing the sales and service journey. Known for collaborative leadership and data-driven decisions, Bob leads client care teams to deliver premium experiences that exceed OEM standards and boost dealership growth.



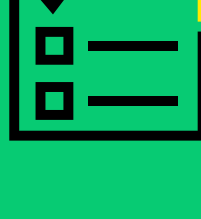
Primary Responsibilities

- Own the end-to-end customer experience (sales, service, follow-up)
- Lead client care teams (BDC, front desk, post-sale support)
- Manage customer satisfaction and loyalty programs
- Resolve escalated issues to protect dealership reputation
- Align messaging and processes across sales, service, and F&I
- Monitor reviews and CSI performance metrics



Tools Bob Uses

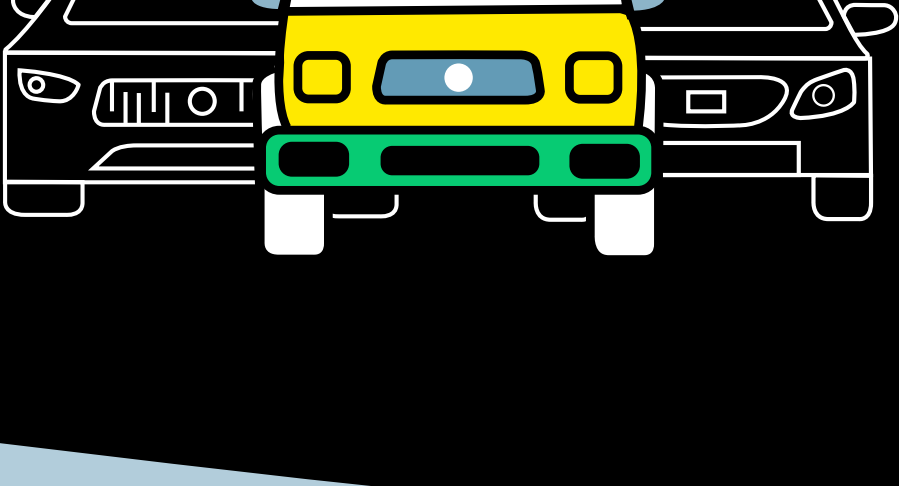
- Dealership DMS (Dealer Management System)
- GoTo Connect for Automotive
- CRM tools
- CSI dashboards and OEM portals
- Online review monitoring tools
- Survey platforms



Pain Points

- Siloed tools and poor internal handoffs
- Missed interactions, lost leads
- Missed follow-ups = lost revenue and bad reviews
- Difficulty tracking customer sentiment in real time
- Inconsistent service due to staff turnover
- Pressure from OEMs to meet CSI targets

Goals



- 1 Improve CSI scores and meet OEM benchmarks
- 2 Increase 5-star reviews and customer retention
- 3 Create a consistent, premium experience across touchpoints
- 4 Strengthen team performance and communication
- 5 Boost revenue through loyalty and repeat business

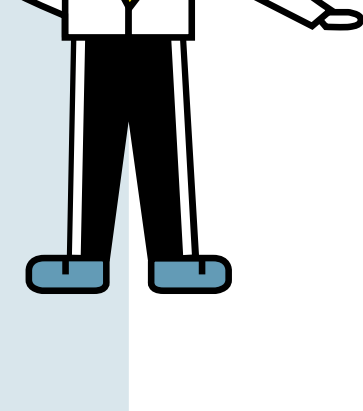
Where many saw challenges, Bob saw opportunities—and he harnessed the power of GoTo Connect for Automotive to revolutionize operations.



Before

GoTo

Connect



After

GoTo

Connect

Sales

- ✗ Salespeople were using their personal cell phones to conduct business. Not FTC compliant and bypassed the CRM.

- ✓ GoTo Connect for Automotive enables Sales to have the flexibility to call, text, or follow up instantly from anywhere — desk, showroom, or lot.
- ✓ Ewing Automotive easily syncs Sales calls with their DMS and enables the Sales team to have the most up to date customer info in their system.

BDC

- ✗ The BDC lacked operational efficiency, negatively impacting customer hold times, CRM data quality, and customer satisfaction.

- ✓ Efficient Call Management: Ewing Automotive's service team handles **12,000–13,000 calls monthly, with an average answer time of just 13 seconds.**
- ✓ Real-time dashboards display key metrics like calls in queue and longest hold times, ensuring the team stays responsive.

Front Desk

- ✗ The Front Desk was frequently overwhelmed by high call volume with no way to automate any part of a customer's call.

- ✓ Ensures that the Front Desk seamlessly connects customers with the right person in Sales, Service, or Finance.
- ✓ **Smart call routing** sends customers to Sales, Service, or the right rooftop — fast.

Service

- ✗ Advisors could only answer client calls when they were at their desks. Clients weren't being updated in a timely manner.

- ✓ GoTo app on phone enables Service advisors to work anywhere without having to be confined to the desk.
- ✓ GoTo Connect for Automotive introduced texting capabilities for faster responses and approvals.
- ✓ Ability to notify customers about repair status, approvals, or pickup times in real-time.

Finance

- ✗ Sales to Finance handoffs were clunky or incomplete.

- ✓ GoTo Connect for Automotive's reporting tools help address operational inefficiencies with actionable insights.
- ✓ When GoTo Connect for Automotive was first implemented, the finance department **reduced unanswered calls from 85% to 15% within weeks.**

IT/Onsite Admin

- ✗ Ewing was using an outdated phone system that was complicated to use and maintain, introducing significant cost.

- ✓ GoTo's user-friendly interface allowed Ewing Automotive to handle system management internally without relying on IT.
- ✓ By managing auto prompts, attendants, and hold music internally using GoTo, **Ewing Automotive saved \$4,000 annually.**
- ✓ Bob easily set up new phones and configured dial plans with ease.

A simple shift in perspective (and software) can make all the difference. Be like Bob. See how GoTo Connect for Automotive can transform your dealership, too.

[Learn More](#)

