

Success Story:

Feldmann Imports

At Feldmann Imports, the Business Development Center (BDC) is responsible for managing inbound inquiries, outbound prospecting, and appointment scheduling that drives traffic to the showroom. With only five agents handling a high volume of customer interactions, efficiency and visibility into communication activity are essential.

When the dealership temporarily switched to another communications platform, the team quickly realized how difficult it was to manage customer conversations across multiple systems. Calls, texting, and reporting lived in separate tools, slowing response times and creating extra work for both agents and managers. By returning to GoTo Connect for Automotive, Feldmann Imports restored a unified communications platform that allows the team to manage everything in one place.



The Challenge

Angelia Peterson, BDC Sales Manager at Feldmann Imports, leads the team responsible for engaging customers and setting appointments for the sales floor. Before returning to GoTo Connect, the dealership used a communications system that required separate platforms for texting, calling, and reporting. This fragmented setup made it difficult to track activity and slowed down daily operations.

Managers had limited visibility into team performance and often had to jump between systems to verify whether calls were made or messages were sent. At the same time, agents were forced to switch platforms throughout the day, making it harder to stay focused on customer interactions.

"I had to jump between platforms just to see what was happening," Peterson explained. "Instead of coaching my team, I was spending time chasing information."

The disconnect also impacted the customer experience. Because text messages arrived in a separate system that agents were not always monitoring, responses were sometimes delayed. This created frustration for both the team and customers.

"It became a time suck for the team and unfair to our customers," Peterson said.

“I use GoTo Connect every day in my one-on-ones. I can review numbers and pull up a call instantly.”

Angelia Peterson
BDC Sales Manager,
Feldmann Imports



The Solution

After several months of frustration, Feldmann Imports returned to GoTo Connect. The platform consolidated calling, texting, reporting, and call recordings into a single system that integrates directly with the dealership's CRM.

With everything accessible from one interface, agents can easily manage conversations and follow up with customers without switching between tools. Managers also have immediate visibility into performance metrics and call activity, making it easier to coach the team and track progress.

The platform now plays a key role in the dealership's coaching process. During weekly one-on-one meetings, Peterson reviews each agent's call activity and connection rates before listening to recorded calls together for feedback and training.

“I use GoTo Connect every day in my one-on-ones,” Peterson said. “I can review numbers and pull up a call instantly.”

Beyond coaching, the platform's real-time analytics dashboards give Peterson a clear view of call volumes, missed opportunities, and response times that can help turn data into actionable decisions for the team.



Faster Customer Communications

Text messaging plays an increasingly important role in the car buying process. With GoTo Connect for Automotive integrated directly into the dealership's workflow, the BDC team can respond to customers quickly and maintain active conversations throughout the sales process.

This faster communication has significantly improved engagement between customers and the dealership. Instead of waiting for responses, customers can exchange quick messages with agents and confirm appointments in real time. The team also uses automated SMS reminders to confirm upcoming appointments, helping to reduce no-shows and keep the showroom calendar full.

“There's much higher engagement with texting,” Peterson said. “When customers message us, they expect quick responses.”



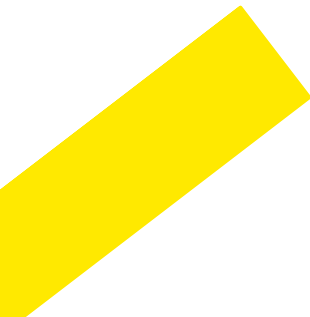
The unified platform also allows salespeople and BDC agents to collaborate in the same conversation thread. If a salesperson begins a conversation with a customer, a BDC agent can jump in to confirm details, schedule an appointment, or coordinate next steps.

“Now everyone is working on the same page,” Peterson said.

The improvements in communication and workflow have helped Feldmann Imports significantly increase appointment activity while maintaining a strong show rate. These results reflect both the dealership’s growing digital engagement strategy and the operational efficiency created by a unified communications platform.



A Simpler Way to Work



Today, several teams across Feldmann Imports rely on GoTo Connect for Automotive to manage customer communication, including inbound lead response, outbound prospecting, and appraisal outreach. The platform’s custom call routing ensures that inquiries reach the right team across sales, service, or parts without delay. Even as the dealership expands its digital marketing and website engagement strategies, the entire team operates from a single communications platform.

“We have several teams working different types of leads, but they’re all using GoTo Connect for Automotive,” Peterson said.

For Peterson, the biggest impact is the time the platform has given back to her leadership role. Instead of managing systems or verifying reports, she can focus on coaching her team and improving the customer experience.

“GoTo Connect for Automotive gave me my day back.”

