

Success Story:

Bob Johnson Imports

Bob Johnson Imports, part of the expansive Bob Johnson Automotive Group, operates nine new vehicle franchises plus used car, service, and parts departments. Director of eCommerce Dave Greenly led the adoption of GoTo Connect Contact Center and its AI Receptionist to streamline communications, adapt to staffing shifts, and enhance customer experience.



Challenge

Bob Johnson Imports, as the flagship imports franchise of Bob Johnson Automotive Group, encountered major operational hurdles when forced to shift two call centers—dedicated to sales and service—back to in-office work, resulting in a dramatic 60% agent attrition:

Outgrowing Legacy Phone Systems: Existing systems were inflexible and hard to manage across the nine-location group.

Resource Constraints after Staff Departure: Losing nearly two-thirds of the call center workforce put pressure on remaining resources and risked impacts to sales and customer service across the Bob Johnson Imports franchise.

Misrouted Calls and Inefficiency: Agents were routinely burdened with administrative and misdirected calls, making it difficult to maintain high standards at the busy imports dealership.

Need for Cost Control: Rehiring or additional staffing would be costly for Bob Johnson Imports. Effective automation was essential.

“Our previous phone system was not very user-friendly from the administrative point of view, it was also not very friendly at all from the user standpoint.” Dave Greenly, eCommerce Director, Bob Johnson Imports



Solution

Bob Johnson Imports chose GoTo Connect Contact Center and its AI Receptionist to modernize communication for all nine franchises in the group. Key steps and features included:

All-in-One Phone System for the Entire Division: All Bob Johnson Imports franchises now operate on the all-in-one GoTo Connect platform.

Virtual Assistants: Instead of backfilling lost positions, the imports dealership implemented GoTo Connect’s AI Receptionist, which answers every call instantly, directs callers based on voice requests—whether for a department or individual—and significantly reduces agent workload.

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With GoTo
Connect's AI
Receptionist,
Bob Johnson
Imports reduced
call center
volume by 25%
—no drop in
service and huge
time savings for
our team.

—Dave Greenly,
eCommerce
Director, Bob
Johnson Imports

Custom, Franchise-Level Configuration: Configuration and updates are handled internally, making it easy to customize for the evolving needs of each location.

Smooth, Team-Based Rollout: Leaders within Bob Johnson Imports piloted the system, surfacing scenarios unique to the organization, before a full rollout that ensured high team buy-in.

Seamless CRM Integration: Bob Johnson Imports integrated VinSolutions for sales tracking, ensuring alignment between communication and business systems.



Results

Implementation of GoTo Connect's Contact Center and AI Receptionist delivered substantial returns and improvements, including:

New Call Process Reduced Need for Human Interaction by 25%: Automation across the nine-location franchise collective freed up remaining staff and kept operations running smoothly, and reduced strain on employees after losing 60% of in-house agents.

Zero Customer Complaints & 100% Instant Answer Rate: Customers receive immediate responses across all nine franchises, with no drop in service quality.

Higher Productivity & Better Customer Outcomes: Agents now focus on core tasks while AI Receptionist handles routine calls, leading to fewer repeats, more live answers, and improved team morale.

24/7 Availability: All locations remain reachable at all hours, ensuring continuous customer engagement and enhanced overall experience.

"With this technology, I now have a virtual receptionist. It answers instantly and gets our customers where they need to go."
Dave Greenly, eCommerce Director, Bob Johnson Imports



Conclusion

For the nine-franchise Bob Johnson Imports division, GoTo Connect Contact Center and the AI Receptionist proved pivotal in weathering staff reductions and future-proofing dealership communication. Bob Johnson Imports realized significant cost savings, sustained customer excellence, and improved agent productivity—across all business lines—while gaining the ability to quickly adapt to new market demands. Bob Johnson Imports' decision not just to adopt, but to fully leverage GoTo Connect across their franchise locations, stands as a blueprint for digital transformation in the automotive sector.

Looking to simplify and enhance your business communications?
GoTo can help. Visit goto.com to learn more.

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