



Reduction in
Cost Per Acquisition ↓

63.8%

Reduction in
unanswered calls

30% ↓

Increased sales
and service calls

12% ↑

PENDRAGON

How did the automotive dealership group get happier customers while reducing their CPA by 63.8%?

Where we help



Sales



Operations



Marketing



Customer Experience

Pendragon now regularly use the Conversation Analytics platform to help refine their performance across digital marketing, sales and customer service.

Across three years of working closely together with Pendragon's marketing and contact centre teams, Infinity has helped to power multiple improvements for Pendragon's customer journey.

Pendragon will next be looking to expand their usage of Conversation Analytics to other areas of the business, as well as increasing the channels and sources where they will use call tracking.

Partner integrations



Key results:

- ▶ 63.8% reduction in CPA
- ▶ Improvement in TrustPilot rating
- ▶ Increased sales and service calls by 12%
- ▶ 30% decrease in unanswered call rate
- ▶ Common friction point minimised by 66.6% at major branches
- ▶ 65% drop in price sensitivity on calls

“Infinity have been absolutely priceless. Meeting with them is a highlight of my month, and my colleagues are always keen to hear about what we’re learning.”

Owen Gill

Head of Digital Marketing | Pendragon

The challenge

- ▶ Pendragon could track calls to a source, but had no scalable visibility on the type of call
- ▶ Key dealerships wanted to improve the customer experience, but did not know where to start
- ▶ Pendragon had no visibility on who was calling up, but hanging up before the IVR had finished

Our solution

- ▶ Implemented Conversation Analytics to spot terms to indicate the outcome of calls
- ▶ Infinity's Insights and Intelligence team closely analysed a range of call types to spot trends
- ▶ Conversation Analytics was used to spot calls where callers hung up before reaching the end of the IVR

New abilities

- ▶ Pendragon are now automatically categorising calls by outcome, at scale.
- ▶ Targeted improvements could reduce common friction points in the customer journey
- ▶ Common times and locations where calls were missed were identified and acted upon