

EXECUTIVE BUSINESS CASE · THE DEALERSHIP

The cost of inaction at the dealership

A missed service call is an empty bay, and an un-reminded customer is a maintenance visit you didn't book.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Service drives dealership profit, but inbound calls get missed and bays sit idle. Maintenance reminders don't go out consistently, and the BDC scales with headcount, not results.

What one quarter of waiting costs

Hidden cost	What it means in the dealership
Missed service calls	Inbound service inquiries hit voicemail; bays stay empty.
No reminders	Routine maintenance isn't proactively booked.
BDC overhead	The business-development center scales linearly.
Lost upsell	Promotional and upsell calls never get made.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the the dealership business case — book a demo at www.hirefinn.ai/bookademo

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