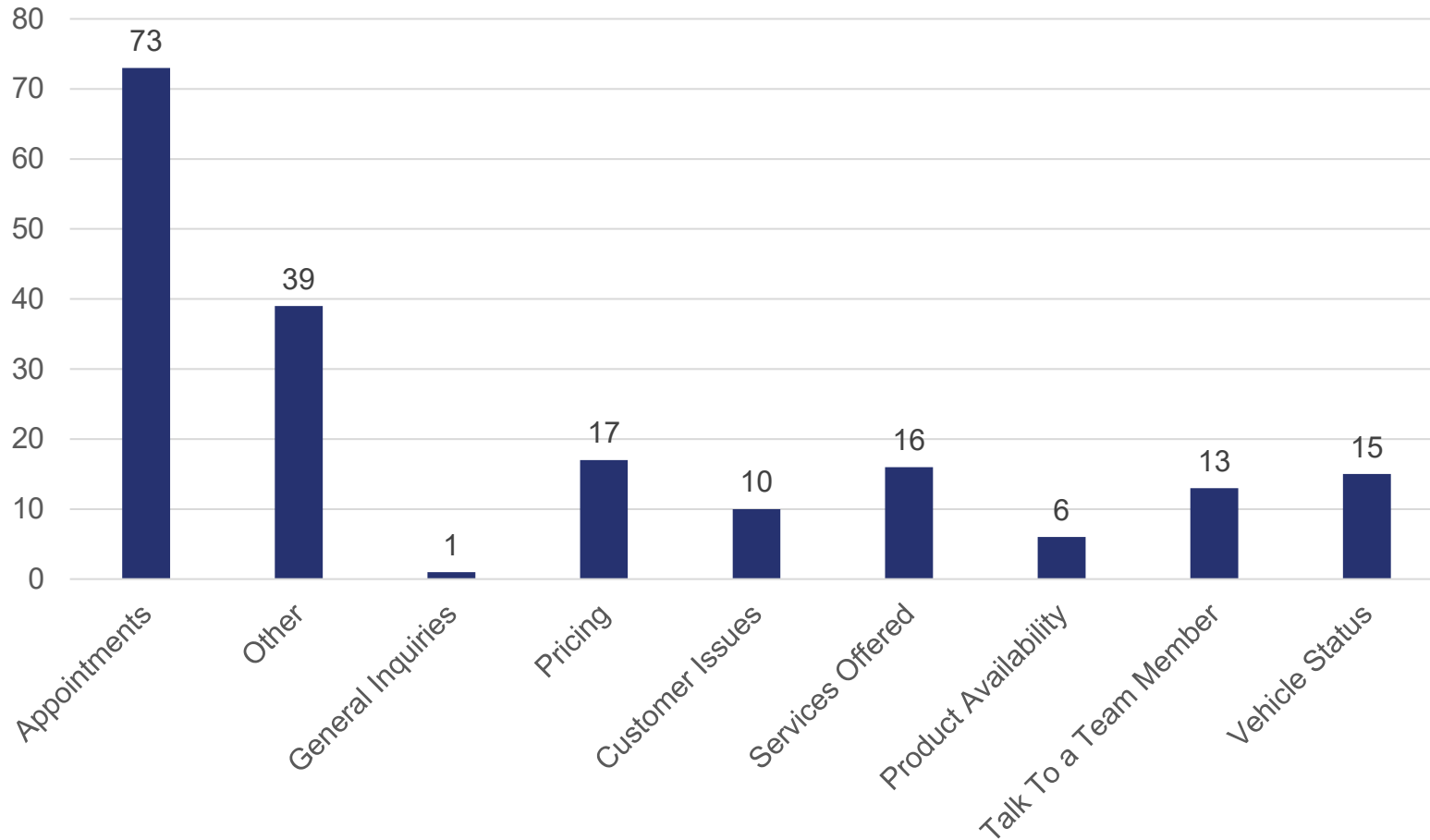


Downtown Automotive

AI Call Agent Insights



Number of Calls & Reason




Call Categories

 **Appointments:** The caller is looking to book, confirm, reschedule, or ask about availability for an appointment.


- **Examples:**

- “Can I schedule an oil change for tomorrow?”
- “Do you have time today to look at my brakes?”

 **Product Availability:** The caller is inquiring whether a specific part, product, or tire is in stock or carried at the shop.


- **Examples:**

- “Do you have winter tires for a Honda Civic?”
- “Do you guys carry Goodyear tires?”

 **Pricing:** The caller is asking about cost, getting an estimate, or comparing quotes.


- **Examples:**

- “How much for a brake job?”
- “Can you give me a quote for a tire swap?”

 **Customer Issues:** The caller is reporting a problem, complaint, or malfunction with their vehicle or a service they received.


- **Examples:**

- “My check engine light just came on.”
- “There’s a problem with my alignment.”

 **Services Offered:** The caller is asking whether the shop performs certain services or has specific capabilities.


- **Examples:**

- “Can you install a lift kit?”
- “Do you service European cars?”

 **General Inquiries:** The caller is asking about general business information such as hours, location, or contact details.


- **Examples:**

- “What time do you close today?”
- “Where are you located?”

 **Vehicle Status:** The caller is inquiring about the progress, location, or estimated completion time of their vehicle currently in the shop.

- **Examples:**

- “Is my car ready yet?”
- “Do you know when I can pick up my truck?”

 **Other/Uncategorized:** The call transcript: Doesn’t match any of the above categories, is too short or vague to classify, or may include unrelated questions, hang-ups, or spam.

- **Examples:**

- “Hello? [hangs up]”
- Silent or unclear audio.
- Other businesses calling the shop

Top Insights from the Calls

Appointments Are the Top Driver of Calls (38%)

- Most frequent reason for calling was to schedule, reschedule, or inquire about appointments.
- This suggests customers are actively planning service—indicating strong intent to buy and reliance on phone-based booking.

Takeaway:

Ensure seamless integration with AutoOps so the AI can either book directly or send the link via text

Top Insights from the Calls

Service Offering Clarity is Key (8.4%)

- Many callers asked if specific services are performed—like diagnostics, specialty repairs, or vehicle types supported.
- In most cases, the AI agent successfully answered general service-related questions. The AI showed confidence in core service areas listed in its knowledge base. However niche requests such about lowering diesel repair, brake drum turning weren't resolved.

Takeaway:

Determine if we would like to build out the knowledge base to be all encompassing of the work that the shop can take on?

Top Insights from the Calls

Vehicle Status Inquiries Are Frequent (7.8%)

- These often require checking internal systems or asking a technician — something AI can't do alone yet.

Takeaway:

Continue to handle as is by collecting callback information for a service advisor to follow up. Or considering forwarding these requests through to the desk?

Top Insights from the Calls

“Talk to a Team Member” Category Emerged (6.8%)

- Some callers explicitly requested to speak to staff, often for tasks like:
 - Paying a bill
 - Approval of work
 - No specific reason stated
- In many cases, the AI attempted to redirect or clarify intent, resulting in:
 - Hang-ups or abandonment (caller unwilling to proceed with AI)
 - Some callers were receptive to voicemail and left a message

Takeaway:

Continue with implemented scripting that provides options to text for quicker assistance.

Sentiment

Sentiment Distribution:

- ✅ **Positive:** 137 calls (72%) - Friendly tone, successful engagement, clear resolutions
- 😐 **Neutral:** 49 calls (26%) - Straightforward, task-focused calls (e.g., appointment booking)
- ⚠️ **Negative:** 4 calls (2%) - Frustration, complaints, unresolved issues

Key Takeaways:

- The overwhelming majority of callers had positive or neutral experiences with the AI agent.
- Only 2% of calls showed negative sentiment, indicating a high level of trust and satisfaction.
- Neutral calls often reflect efficient handling of routine requests, not a lack of rapport.