

TIM SHORT AUTO GROUP

SHIFTS GEARS

WITH CARI

Why Tim Short Auto Group Put AI in the Driver's Seat of Their Service Department



Aaron Hinton

Parts and Service Director,
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Chris Walls

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At Tim Short Auto Group, running a busy Service Department is a daily balancing act. With phones constantly ringing and a full calendar of high-priority appointments to manage, Aaron Hinton, Parts and Service Director, and Chris Walls, Internet Sales Director, are no strangers to the challenges that come with a thriving dealership. But with decades of combined experience, they're consistently seeking opportunities to improve dealership efficiency.

Like many dealerships, Tim Short Auto Group faced a series of common challenges in their Service Department. "It's typical from dealer to dealer," shares Aaron Hinton. "Scheduling, getting the appointments anyway you can – Internet, AI, or in-person – and then tracking those properly, that's always something that takes work."

Time management was a constant struggle, especially when it came to balancing services like quick lane appointments and main shop repairs. "Time management is a big part," Aaron admits. "From ensuring the correct amount of time for couponing to meeting maintenance specifications, it all requires coordination."

That's why Tim Short Auto Group turned to Cari, Car Wars' AI service scheduler. While the group operates multiple locations across Kentucky and Tennessee, Tim Short CDJR Ford of Morehead led the charge with Cari to tackle their Service challenges head-on.

Starting as a beta user, Tim Short CDJR Ford of Morehead has now made Cari a cornerstone of its Service operations. Aaron and Chris have seen a smoother workflow, more appointments, and a leap toward modernizing customer service.

"What we've seen is a huge step in the right direction," Aaron says. It's what happens when a forward-thinking dealership meets cutting-edge AI technology.

INTRODUCING CARI AI SCHEDULER

"Car Wars reached out and said Cari integrated with Autosoft, and we'd be the perfect fit," recalls Chris. With overloaded phones, scheduling bottlenecks, and the need for better time management, the team decided to give the AI scheduler a shot.

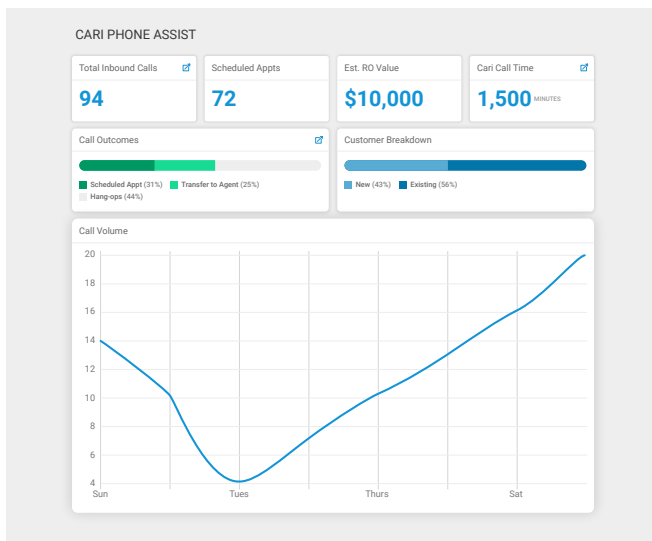


Cari
Phone Assist

The rollout began gradually, with Cari handling after-hours calls. "We started small, letting Cari take the load after hours," says Chris. "Then we expanded, making it

the main system. We even added internal extensions to transfer calls when Service got overwhelmed." This phased approach gave the team time to adjust and ensure the technology integrated smoothly into their workflow.

As Cari's role expanded, so did its impact. By embracing Cari, Tim Short Auto Group took a significant step toward modernizing their operations. The AI scheduler didn't just alleviate the phone burden – it became a strategic tool for driving efficiency and improving the overall customer experience.



HOW CARI TRANSFORMED THEIR SERVICE DEPARTMENT

Since integrating Cari into their operations, Tim Short CDJR Ford of Morehead has seen a remarkable shift in how its Service Department runs. One of the most significant changes has been the increase in Service appointments. "Anytime you have more appointments, you fill your gaps and keep your guys busy," observes Aaron. "That's how you make the shop more efficient."

Another key improvement has been to call routing and call connection. "We can quickly ask customers, 'Are you looking to set an appointment or get an update?' and get

them where they need to go," says Chris. By answering more calls, reducing wait times, and ensuring calls are directed to the right place, customers get the help they need faster.

Beyond just scheduling, Cari brings something invaluable to the table: accurate, detailed data. "The data Cari collects and puts on the schedule is better than what humans do," explains Aaron. "It includes all the details of the vehicle and the services needed, making it easier for our team to prepare."

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Cari's reporting capabilities also give the dealership a clearer picture of their operations. "It's not just about booking appointments," Aaron adds. "Cari helps us track what's happening, identify patterns, and make smarter decisions to keep the shop efficient." This level of transparency is a game-changer for managing their quick lane and main shop schedules, ensuring a balanced flow throughout the day.

What's more, Cari lightens the load on the phones, freeing up team members to focus on higher-value tasks. "It allows our Service team to spend less time scheduling and more time helping customers and handling other responsibilities," Aaron shares. This shift not only boosts the team's productivity but also enhances the overall customer experience.

"It's a huge step in the right direction," says Aaron. "Cari has made it easier for us to keep up with demand and provide better service, all while helping our team stay efficient and focused." By optimizing call connection and providing a more seamless scheduling experience, Cari has helped Tim Short CDJR Ford of Morehead enhance every step of the customer journey.

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ADVICE FOR OTHER DEALERS

For dealerships considering Cari or similar AI scheduling technology, Aaron and Chris have valuable advice – and a bit of humor. “Don’t do it, because we want them to fail!” Chris laughs.

Jokes aside, the team emphasizes the importance of seamless integration. “Your integration needs to be under control right out of the gate,” urges Aaron. “If you’re in a large market, you don’t want to risk double-booking or overloading certain times. It’s critical to get the setup right to avoid frustrating customers.”

Tim Short Auto Group also learned key lessons during implementation. Starting small with after-hours calls allowed them to test Cari’s capabilities and gradually expand its role. Chris stresses the value of taking time to fine-tune the system to match the needs of your dealership.

Cari helps dealerships work smarter, not harder. From reducing the amount of time agents spend on the phone to improving the customer journey, Cari has proven to be a transformative tool.

Ready to see the difference Cari can make at your dealership?

Explore how Cari can revolutionize your Service operations, just like it has for Tim Short Auto Group [HERE](#).

