

# How Cable Dahmer Automotive Group's BDC Unlocked More Revenue with Cari Service Scheduler



*The measurable impact of AI-powered scheduling on outbound efforts, booking efficiency, and high-value ROs*



## KEY RESULT

○ **100% Shift** in BDC agents focus from routine scheduling to revenue-generating calls



## THE CHALLENGE

Cable Dahmer Automotive Group's Service BDC was overwhelmed by routine scheduling calls, while customers often experienced long wait times or multiple call transfers before reaching the right person. As a result, staff had no capacity to follow up on missed opportunities or proactively reach out to deferred service customers.



## THE SOLUTION

Car Wars' AI phone assistant, Cari Service Scheduler, was brought in to handle low-complexity RO scheduling at select locations. **Cari now books 598 appointments per month** at those selected Cable Dahmer Automotive Group stores and enables their BDC team to focus on revenue-generating opportunities. **"We've given [the BDC] the opportunity to call on those deferred services... they feel a little bit more accomplished in what they're doing,"** Brittany Ouellette, Operational Tools Director, shared.

**One agent booked a \$3,000 repair – something that wouldn't have happened before Cari freed up their time.** This shift isn't just about productivity, it's about impact. "Instead of just feeling like appointment schedulers, they're seeing that money come back into the dealership," Brittany concluded.

Cari is transforming how Service Departments handle routine appointment booking to free up staff and drive revenue. Cable Dahmer Automotive Group implemented Cari to streamline operations across multiple rooftops, and the results speak for themselves.



**"The customer doesn't want to spend more than two minutes on a phone call – Cari gives them that experience."**

*- Brittany Ouellette, Operational Tools Director at Cable Dahmer Automotive Group.*



Ready to see how Cari can transform your Service Department's scheduling process?

[Meet Cari here.](#)