



***DRIVING RESULTS
WITH TESTTRACK:
HOW ONE DEALERSHIP TURNED
TRAINING INTO REVENUE***

Driving Results with TestTrack:

How One Dealership Turned Training into Revenue

About the Group



Bob Ruth Ford, based in Dillsburg, PA, is committed to a transparent, customer-first experience. They focus on removing dealership pain points like price haggling and wasted time, replacing them with honesty and efficiency. That same mindset drives their operations and training. When they saw gaps in call performance and appointment consistency, they turned to TestTrack for a better solution.

The Challenge

While the team was consistently generating calls and booking appointments, they lacked insight into how well those appointments held up.

The team wanted to:



Improve **appointment quality** and reduce no-shows.



Understand the **real impact of call handling** on results.



Introduce a repeatable way to **train and coach team members** without disrupting daily operations.

The challenge wasn't activity volume—it was execution.

A high rate of missed or canceled appointments made it hard to track ROI and undermined sales momentum.



The CallRevu Solution: **TestTrack**

In April 2025, Bob Ruth Ford launched TestTrack, CallRevu's immersive AI-powered training tool. Designed to simulate real-world phone scenarios, TestTrack allows their team to practice and improve core call handling skills, without waiting for live leads.

What They Implemented:



Regular scenario-based call simulations (*sales inquiries, referrals, data updates*).



Focused coaching around call flow, appointment-setting, and follow-through.



A lightweight system managed by one administrator for consistent rollout across the team.

The approach provided structure, clarity, and real-time feedback on how well calls were handled and followed up.

Impact & Results

In just one quarter (Q2), Bob Ruth Ford saw clear improvement compared to the previous quarter (Q1):

Metric	Improvement After Training (Q2 vs Q1)
Number of APPOINTMENT SET	+14% ↑
APPOINTMENT OPPORTUNITY SET %	+5% ↑
Number of BROKEN PROMISE	-20%

+14% ↑ increase in appointments set:
More confident, consistent call handling led to more booked opportunities.

+5% ↑ lift in appointment opportunity set rate:
More inbound leads were being converted into actual appointments.

20% decrease in broken promises:
Appointments were more likely to hold, reflecting improved customer engagement and expectation setting.

“ It’s been great for our team just being able to practice without real customers. I also love how easy TestTrack is to use. Tech can be confusing, but this is super straightforward. ”

– Aryelle Franklin, BDC Director



Key Takeaways

- TestTrack helped improve **appointment consistency and show rates** in just 90 days.
- The team was able to **reduce appointment fallout** while keeping call volume steady.
- **Scenario-based training** proved scalable, with minimal overhead and strong adoption.
- The results translated into measurable business gains without changing lead strategy or marketing spend.

ABOUT CALLREVVU

CallRevu is the leading communication intelligence platform built for automotive retail—empowering dealerships to take control of every conversation, from the first ring to the final result.

Our unified solution combines a hosted phone system, call monitoring, performance training, and reputation management—fueled by AI-powered analytics that turn every customer interaction into actionable intelligence.

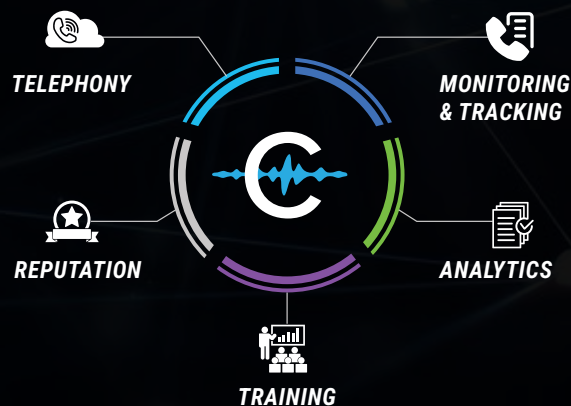
Founded in a dealership in 2008, CallRevu was created by the industry, for the industry. We deliver the tools dealerships need to drive revenue, improve operations, and deliver exceptional customer experiences.

OUR MISSION

To fuel dealership growth through communication intelligence—transforming every call into data, every insight into action, and every action into a better customer experience. Anchored by a purpose-driven, hosted phone system, our platform empowers dealerships with real-time analytics, performance tools, and training—because we're obsessed with helping our partners serve customers smarter, faster, and better.

Elevated Intelligence™. Unified Solutions.

To learn more visit: <https://www.callrevu.com/>



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