

CLIENT  
BelleTire

INDUSTRY  
Automotive

## Overview

A chain of over 200 tire stores in the eastern US struggled with marketing attribution due to 500,000 monthly calls.

They manually scored only 20,000 calls inaccurately at 85%. They needed a 6-step scorecard to ensure customer satisfaction.

## Challenge

The main challenge was accurately scoring calls and maintaining customer satisfaction across their extensive network. With 500,000 monthly calls, their manual scoring process fell short. They aimed to score all calls accurately, crucial for understanding marketing impact and delivering consistent customer experiences across locations.

CLIENT



**BELLE TIRE**



**75%**

Reduced Monthly Costs  
After Implementing  
Convirza

**95%**

Precision using their  
custom scorecard with AI  
(compared to 85% manual)




**75%**


Reduction in total costs  
after implementing  
Convirza

**6M**

Calls recorded  
and scored  
(vs 250k before)

## FEATURES USED:

-  Conversation Intelligence
-  Complete Automation
-  Increased Topline Revenue



Attained precision of 95% or higher on all calls through Convirza's solutions, resulting in monthly labor cost reductions exceeding \$100,000.



Learn more at [Convirza.com](https://www.convirza.com)

## Results

### CONVIRZA BENEFITS

Partnering with Convirza achieved over 75% monthly cost reduction. They automated call scoring and marketing, improving efficiency in data management, call tracking, and quality assurance. This saved costs and ensured a more consistent and reliable customer experience, making it a highly successful collaboration.



#### Enhanced Data Analytics

Convirza's platform delivers real-time data to stores, allowing them to score every incoming call, a significant improvement from scoring only 4% of calls previously. With Convirza Sales Optimization, they achieved an impressive 95%+ accuracy in their scorecards over the past year, outperforming the manual team's 85% accuracy.



#### Labor Cost Reduction

By substantially reducing their staff, the company realized over \$100,000 in monthly labor cost savings. This reduction in labor costs was accompanied by increased call scoring precision on every call, courtesy of Convirza Conversation Analytics®.



#### Efficiency and Savings

Convirza's solutions not only optimized data analytics but also brought about significant cost reductions. Through Convirza Sales Optimization, they scored nearly every call with 95%+ accuracy, a substantial improvement compared to their manual team's 85%. This led to substantial monthly labor cost savings of over \$100,000, making it a highly successful and efficient collaboration.

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