

A store eliminates blind spots and grows sales 20% in 30 days

A national automotive services chain went from no call recording to full conversation coverage in one quarter, and discovered a merchandising insight nobody predicted along the way. Powered by Compass™ by Chordia.

Anonymized at the customer's request. Reference available to qualified prospects on request.

INDUSTRY

National Automotive Services

COMPANY TYPE

Multi-location retail chain

TEAM

Store Managers / Sales
Advisors

CHALLENGE

No call recording and no visibility into customer conversations. Coaching was based on memory, not evidence.

SOLUTION

Compass by Chordia processed every customer call automatically, giving store managers a structured record of every conversation with quotes and timestamps.

RESULT

20% monthly sales increase in 30 days, a district rank that jumped from 6th to 1st, and a rollout to every location once the pilot results came in.

PRODUCT

Compass by Chordia

+20%

Monthly sales at the pilot location, same staff and inventory

6 → 1

District rank moved in 30 days, across 10 stores

20 → All

Locations on Compass after the pilot results came in

The choice: sampling vs. seeing

A national automotive services chain with locations across the United States. Each location is run by a store manager responsible for sales, service quality, and customer satisfaction. The chain's playbook is consistent across the network. Performance, historically, is not.

Until earlier this year, the chain had no call recording at all. Conversations with customers happened, decisions got made, and the only record was whatever the advisor remembered. That changed when the company moved to a modern cloud telephony platform to enable call recording for the first time. With recording in place, leadership had to choose how to actually use it.

They evaluated a conversation intelligence competitor and Chordia. Each option had the same job on paper: help store managers coach their teams. The question was which one would actually move the numbers in the store. After a two-week trial covering more than 6,000 customer interactions, leadership chose Chordia. The competitor scored a sample. Compass read all 6,000. You cannot coach a pattern you cannot see, and sampling a few calls a week is not visibility, it is a guess.

What Compass did

Compass by Chordia plugged into every customer call across the initial cohort and processed each one automatically. No sampling. Full coverage from day one. For every conversation, Compass surfaced the things a store manager would notice if he had been listening himself:

- Did the advisor confirm the customer's actual reason for the call before quoting?
- Was the recommendation explained in plain language, with value framed before price?
- When the customer hesitated, did the advisor address the concern, or move past it?
- Was a clear next step set, with timing the customer agreed to?
- When the price came up, was it positioned against the value, or apologized for?

"I believe Chordia will have the single greatest impact on our stores this year."

SALES TECHNOLOGY MANAGER, NATIONAL AUTOMOTIVE SERVICES CHAIN

The output was not a score. It was a structured record of what happened in every conversation, with quotes and timestamps attached. The store manager could see exactly what his advisors were saying, and exactly what the top-performing advisors across the district were doing differently.

What the store manager coached on

One store manager became the most engaged Compass user in the pilot cohort. Once he could see every conversation, he stopped giving general advice and started coaching on specific moments:

1. **Quoting before confirming the need.** Advisors jumped to price before restating what the customer came in for. He coached them to slow down, restate the reason, then frame the recommendation. Hesitation on quotes dropped.
2. **The exact language that turned price objections into yeses.** Compass surfaced the phrasing the top advisor in the district used. He shared the transcript, the team practiced it, and within two weeks it was showing up in their own calls.
3. **Missed second needs.** Customers mentioned a second concern in passing and advisors moved on. He coached them to listen for it. Average ticket size moved.
4. **Closing without a clear next step.** A simple confirmation: appointment time, what to bring, who to ask for. Customer commitment climbed.

Same team, same job, with the manager finally able to see and coach the moments that mattered. Compass does not replace the manager. The store manager who drove the 20% increase in sales in one month was the most engaged Compass user in the pilot for a reason: he sat with the evidence, found the pattern, and coached it. Where managers do not engage, results do not follow.

The outcome at the pilot store

Within thirty days, the store moved from 6th to 1st in its district. 20% increase in monthly sales versus the prior month. 97% customer commitment rate against a district average of 76%. Number one in budget performance, number one in gross profit. Same staff, same inventory, same customers walking through the door. A manager who could finally see what his advisors were doing, share what was working, and coach the gap. Stores not in the pilot cohort saw no comparable lift in the same month. The variable was the visibility.

Network-wide rollout

After the pilot store's 20% month and the merchandising insight, the chain expanded Compass from the original cohort of 20 locations to every location in the network. All 20 stores in the original cohort completed the program. Coaching has rolled forward to the next cohort.

The blind spot: what the data revealed

The result they expected was better coaching. The result they did not expect was a merchandising insight. Across roughly 36,000 customer interactions, Compass compared what advisors offered, what customers accepted, and what they declined. The chain's number one revenue driver is oil changes. The question was which add-on attaches most reliably. The evidence pointed clearly at one answer: tire rotations. Not the highest-margin upsell. Not the one the playbook had been emphasizing. Just the one customers said yes to, again and again.

COMPASS · LIVE INSIGHTS QUERY

Across April 2026 calls, when an advisor booked an oil change appointment, analyze which add-ons recommended had the highest success rate?

Compass

Analysis of Add-On Service Recommendations

Based on my review of April 2026 oil change appointments, here are the key findings:

Most Frequently Recommended Add-Ons:

Tire Rotation - Offered in 70% of calls

Tire Inspection - Mentioned in 15% of calls

TPMS Sensor Check - Offered in 5% of calls

100k Mile Service - Discussed in 5% of calls

Alignment Check - Rarely mentioned (5% of calls)

The playbook missed this.

Top attach across 36,000 calls. Not the highest-margin upsell. The one customers said yes to.

Success Rates by Service:**High Success (100% conversion):**

Tire Inspection - When advisors offered to "check the tires" or "measure the tires," customers always accepted

TPMS Sensor Service - Customer specifically requested this after mentioning an issue

100k Mile Service Consultation - When proactively mentioned by advisor for high-mileage vehicles

Actual Compass Insights output, April 2026. Customer-identifying details redacted at the customer's request.

That insight did not come from a focus group or a regional manager's hunch. It came from a methodical read of every conversation, surfaced as a pattern across thousands of interactions.

The 240x ROI pizza party

After the 20% sales increase in just one month, the store manager mentioned he liked pizza. We sent a few pies over to celebrate. Hard to argue with a 240x ROI on a single software license. The team earned it.

Questions we expect**Was it seasonality?**

No. Stores outside the pilot cohort showed no comparable lift in April. The variable was visibility, not the calendar.

Did the lift hold past 30 days?

All 20 stores in the original cohort completed the program. Coaching has rolled forward to the next cohort.

How much manager time does this take?

Compass surfaces the business insights. The manager picks two or three per week to coach. It takes minutes, not hours.

Who this is not for. Who this is for.

If your managers want a compliance dashboard to punish reps, Compass is not for you.

If you believe front-line managers are your biggest growth lever and want to arm them with evidence from every customer call, talk to us. Let's find yours.