



*"The Customer Service Index (CSI) at Suntrup's service departments has increased by 40 points on average!"*

**Elliot Slik,**  
Service Director

## Introduction

Suntrup Automotive Group has been servicing and selling cars in the St Louis area since 1957. Suntrup was honored with the Women's Choice Award for being one of America's Best Car Dealerships for customer service and continues to strive for excellence in every aspect of their business. Today Suntrup has 9 brands, 11 locations and thousands of cars.

## Challenges

According to Elliot Silk, the Service Director at Suntrup, "communication in the service department has been a big problem." Once a customer drops off their car, the service advisor needs to contact that customer to let them know their car is ready or get approval for additional work. Often, it was difficult to reach the customer in a timely manner. A lot of time is lost trading voicemails, playing phone tag and waiting for the customer to call back. Not only did this waste the service advisor's time but it also caused turnaround delays.

## Opportunity

Elliot was looking for a solution that would allow his service advisors to get quicker responses from customers and streamline communication, that's when he decided to use Textel. Now the service advisors can send a quick text from their computer to a customer letting them know their car is ready or asking for approvals. Since a text is 7 times more likely to be responded to than a voicemail, the service department is now able to reach customers quickly and easily.

## Results

Suntrup is now saving time by getting quicker responses via text, and their customers are responding faster than ever! Elliot exclaims that "the Customer Service Index (CSI) at Suntrup's service departments has increased by 40 points on average. This is a significant increase and shows that Textel has had a big impact on our customer's experience." Suntrup also sends gifs via text to customers thanking them for their service which has produced an overwhelmingly positive response from customers. Elliot notes, "nothing is better than a personal note via text message to make a customer happy."



Textel, a St. Louis-based company, provides an extensive platform that allows businesses to communicate with their customers, using their existing business phone number. Textel strives to modernize businesses by allowing them to communicate with their customers via text. For more information, visit [www.textel.net](http://www.textel.net).

call or text: 844.483.9835  
[sales@textel.net](mailto:sales@textel.net)  
[www.textel.net](http://www.textel.net)