



AI Voice Agents for Automotive Dealerships: Automating Customer Calls for Australian Dealerships

Target Market: Australian Franchised Dealerships

Core Technology: Generative AI Voice Agents

Executive Summary

A High-Value Vertical SaaS Play

Key Takeaway: We are leveraging AI to solve critical labour and efficiency bottlenecks in a stable, multi-billion dollar industry, projecting strong, high-margin ARR growth.

3,179	\$7.25M	\$73.9B	6.0x-...
Target TAM	Projected ARR	Total Market Turnover	Valuation Multiple Target
Dealerships (Australia-wide)	10% Capture	AUD	ARR (Driven by AI and Vertical Focus)

Market Opportunity Narrative: The Australian Automotive Dealer Network is a massive, established, and highly fragmented retail industry with limited exposure to modern automation solutions. Our AI Voice Agent platform directly targets the most time-consuming and labour-intensive processes—Service Scheduling, Sales Follow-up, and Customer Retention. This move transforms variable operational costs (wages) into predictable, high-margin recurring revenue (SaaS). The combination of a high-value vertical and a cutting-edge AI product creates a compelling formula for rapid scale and premium valuation.

The Foundation: Scale and Stability of the Australian Dealership Network

Total Annual Turnover

\$73.9 Billion AUD

Total Employees

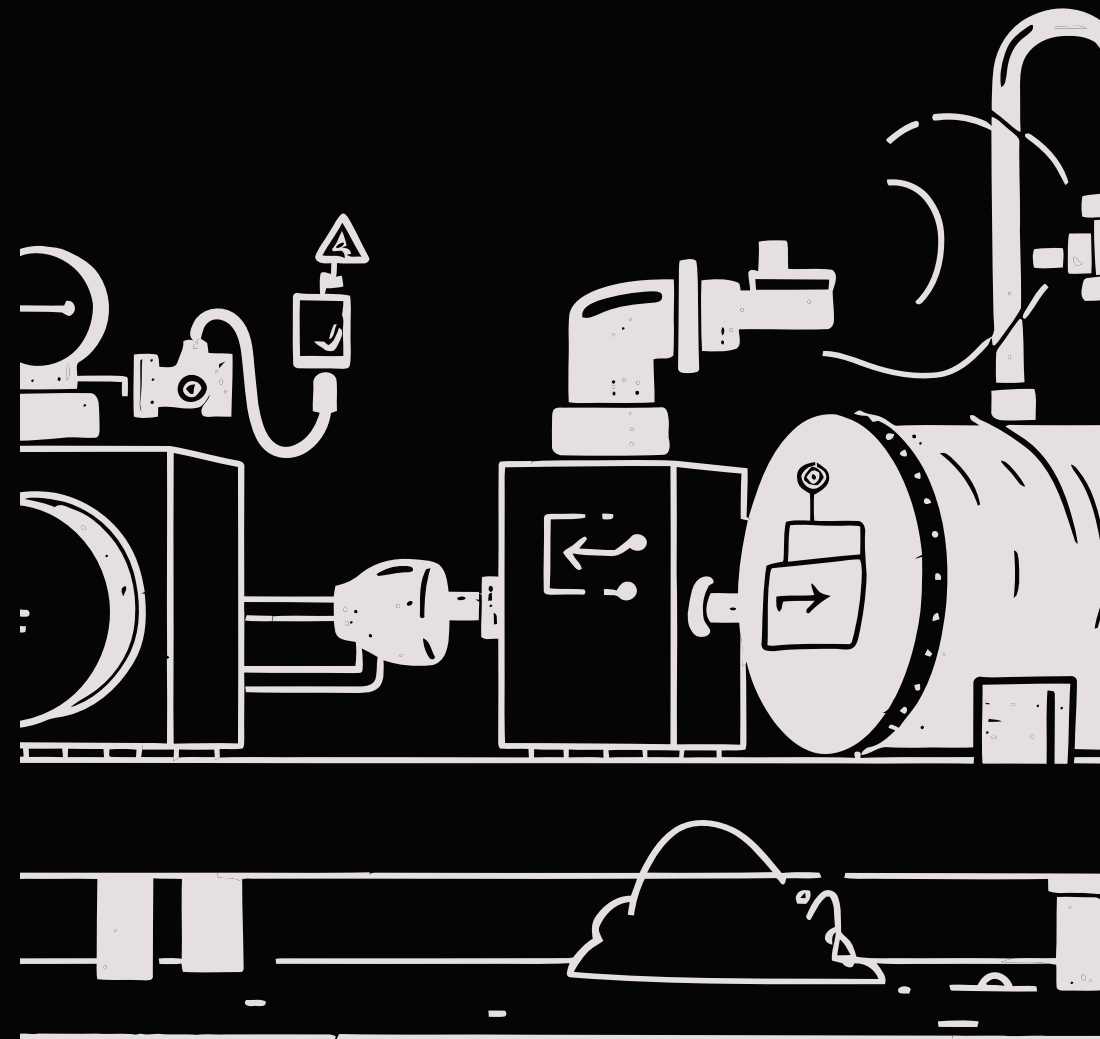
55,917

Fixed Absorption Benchmark

40% - 45%

(Service Dept. covers fixed costs)

Market Opportunity Narrative (Detailed): The Australian new car dealership industry is characterised by significant economic contribution and financial stability. Unlike volatile retail sectors, dealership profitability is heavily insulated by the Service and Parts departments, a concept known as **Fixed Absorption**. With a benchmark of 40-45%, this means that nearly half of a dealership's total fixed overhead expenses (rent, utilities, etc.) are consistently covered by the non-sales-related departments. This makes the efficiency and utilisation of the service bays absolutely critical to the dealer principal. Our platform directly supports this stability by guaranteeing maximum service throughput, making the solution mission-critical rather than a discretionary expense.



The Core Problem: Volume Overload and Labour Cost

48M+

Annual Workshop Jobs

Over 48 Million

51%

Employee Costs

51% of Gross Profit (Highest expense)

476,978

Finance Contracts Ending

Annual Finance Contracts Ending

Key Problem Points:

Volume Bottleneck

Handling 48 million annual workshop jobs across the network creates an unmanageable volume of customer calls, leading to abandoned calls, delayed bookings, and lost revenue.

Expensive Labour Misallocation

Dealerships pay high-cost, skilled Service Advisors and sales staff to perform repetitive, simple tasks like booking appointments or chasing initial leads. This is a massive drain on operational efficiency.

Lack of Proactivity

Due to human bandwidth limitations, critical retention opportunities—such as contacting customers before their warranty or lease expires—are often missed, handing high-value repeat business to competitors.



The Solution: Autonomous 24/7 AI-Powered Workforce



Service Scheduling

Intelligent, conversational booking for maintenance and repairs, integrating directly with existing DMS systems.



Sales Follow-Up

Instant (sub-second) voice engagement for all incoming leads, ensuring maximum conversion opportunity 24/7.



Customer Retention

Proactive, scalable outbound campaigns targeting warranty and finance expiry dates.

The Profit Paradox: Optimising the Golden Revenue Stream



Service % of Total Revenue

10% (Only 6% of the turnover mix)

Service % of Total Gross Profit

50% (Disproportionate value)

Market Opportunity Narrative (Detailed): The chart highlights the fundamental financial reality of a dealership: Service revenue is small (10% of total turnover) but extremely high-margin (69% Gross Profit). This high profitability is what drives Fixed Absorption (40-45%), underpinning the entire dealership's financial health.

An AI Agent that automates Service Scheduling directly protects and maximises this golden revenue stream by:

- 1. **Increasing Capacity:** Capturing every inbound and outbound service call, ensuring service bays are always full.
- 2. **Driving High-Value Profit:** Maximising the throughput of the highest-margin operation in the building.

Compelling Unit Economics: The ROI Case

Key Metrics & Data (Monthly):

AI Agent SaaS Fee \$1,900 AUD	Average Human Employee Cost ~\$10,879 AUD <small>(Fully Loaded)</small>	Cost Differential 6x Cheaper
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AI Agent Availability

168 Hours / Week

Human Availability

~40 Hours / Week

📌 **ROI Justification:** The AI agent immediately delivers a clear ROI through cost displacement. The monthly fee of \$1,900 is only **13.8%** of the cost of one average dealership employee. This means the service pays for itself if the AI can save roughly **2 to 3 hours per day** of a human Service Advisor's time. Given the volume of 48 million annual jobs, the ROI is near-instantaneous and highly scalable across multiple use cases (sales, service, finance).





Proactive Revenue Generation: The Upside Beyond Cost Savings

Beyond cost displacement, the AI Agent actively drives incremental revenue through high-volume proactive outbound campaigns—something human teams simply cannot scale.

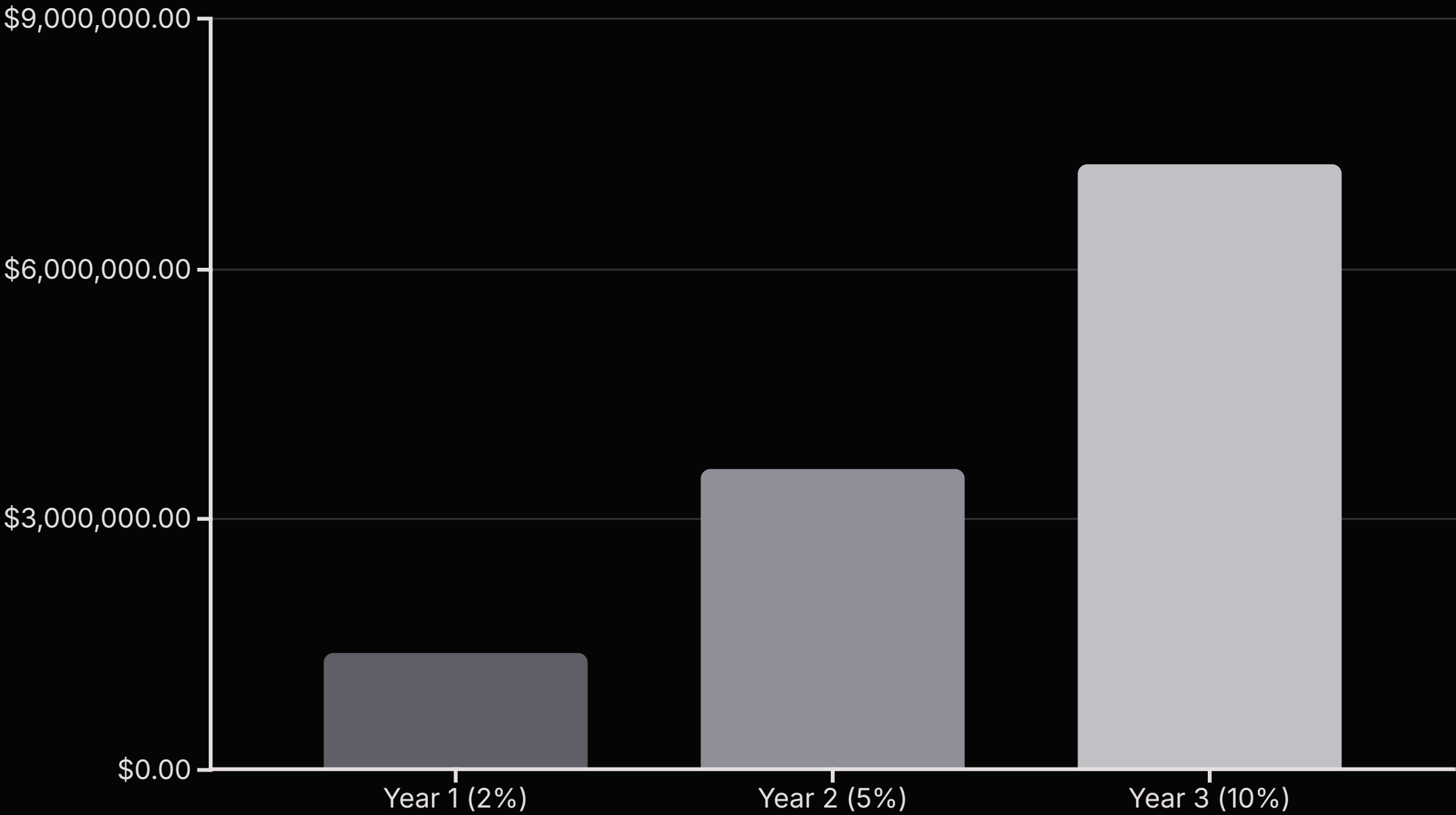
01 1,000 Outbound Calls/Month	02 8% Conversion Rate	03 80 Additional Service Bookings
04 \$150 Average Profit per Service	05 \$12,000 Additional Monthly Profit	

📌 **Total Monthly Value:** \$12,000 in new profit + \$8,979 in cost savings = \$20,979 monthly value vs \$1,900 monthly fee. This represents an approximate **11x** return on investment.

Path to \$7.25M ARR: High-Confidence Projection

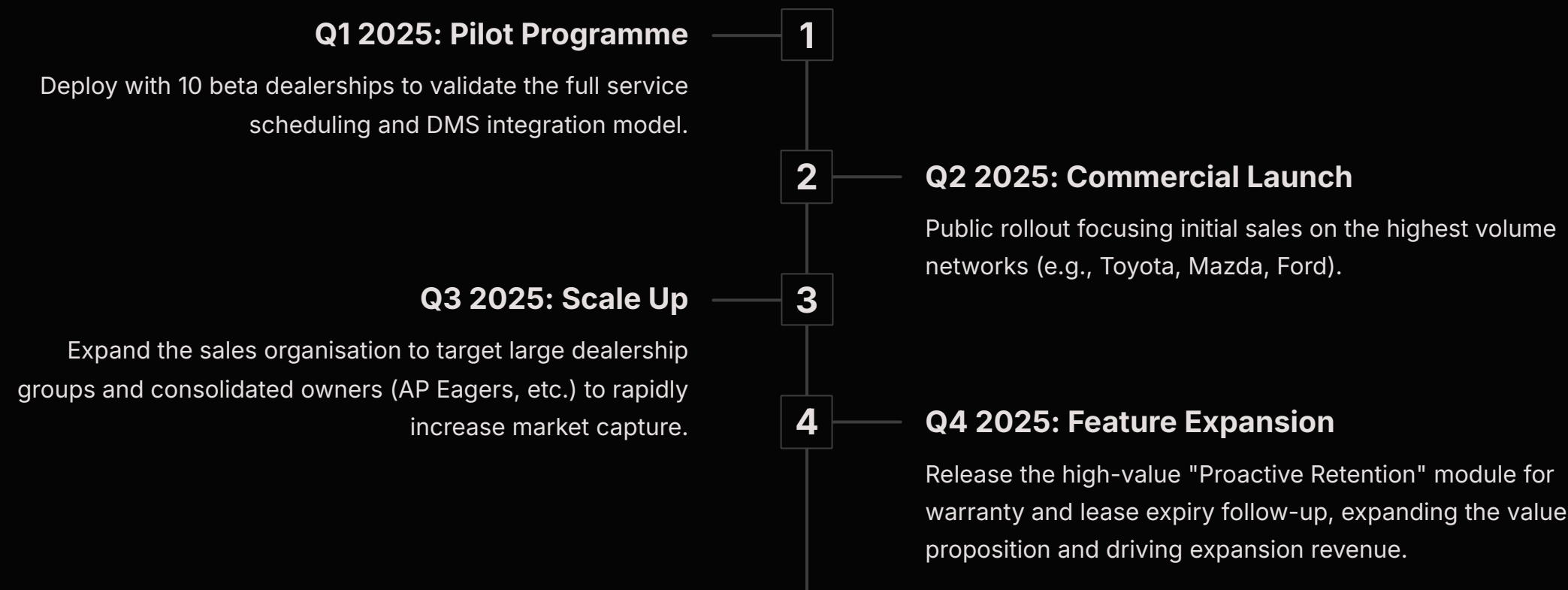
 Total Dealerships (TAM) 3,179	 Monthly Fee \$1,900 AUD
 Target Penetration 10% (318 Dealerships)	 ARR at 10% Penetration \$7.25M AUD

Projected ARR Benchmarks:



Go-to-Market Roadmap: Targeting Volume and Scale

Timeline & Milestones:



A stylized illustration in the background shows two men shaking hands. The man on the left is wearing a hard hat and a work shirt, while the man on the right is wearing a suit. They are both smiling and looking at each other. The background is dark with some light gray lines suggesting a city or industrial setting.

The Opportunity: Disrupting a \$73B Market

Closing Message:



We are digitising the voice of the Australian automotive industry, transforming labour cost into predictable SaaS profit.



The combination of a high-value vertical market and cutting-edge AI technology positions us for rapid scale and a premium valuation.

Q&A