

AUTOMOTIVE RETAIL

Service-reminder and feedback voice agents for an automotive dealer group

Service reminders and post-service feedback were handled by hand, with no CRM and weak follow-up. Wexa built two voice agents that run the full call cycle and escalate unhappy customers.

6

service-campaign call types

6

feedback dimensions rated on every call

~40K

tokens per call on a self-hostable open-weight model

<8 / 10

rating triggers an automatic action-needed call

CLIENT

Multi-site automotive dealer group

REGION

India

WHEN

2025

ENGAGEMENT

Proof of concept

WEXA COMPONENTS

Voice agents · schedulers · call evaluator · WhatsApp

The challenge

- Manual reminder and feedback calling
- No CRM: manual uploads from the dealer system
- Negative feedback not followed up

What Wexa built

- ✓ Service-reminder caller: campaign creation, daily scheduler, status-specific scripts, up to 3 attempts per customer
- ✓ Feedback caller: six ratings, negative feedback routed to an action-needed call, closing call with the manufacturer's feedback link
- ✓ Caller-evaluator agent scoring every call; dispositions written back
- ✓ Token and telephony cost model for 2,000 calls a month

How it runs on Wexa

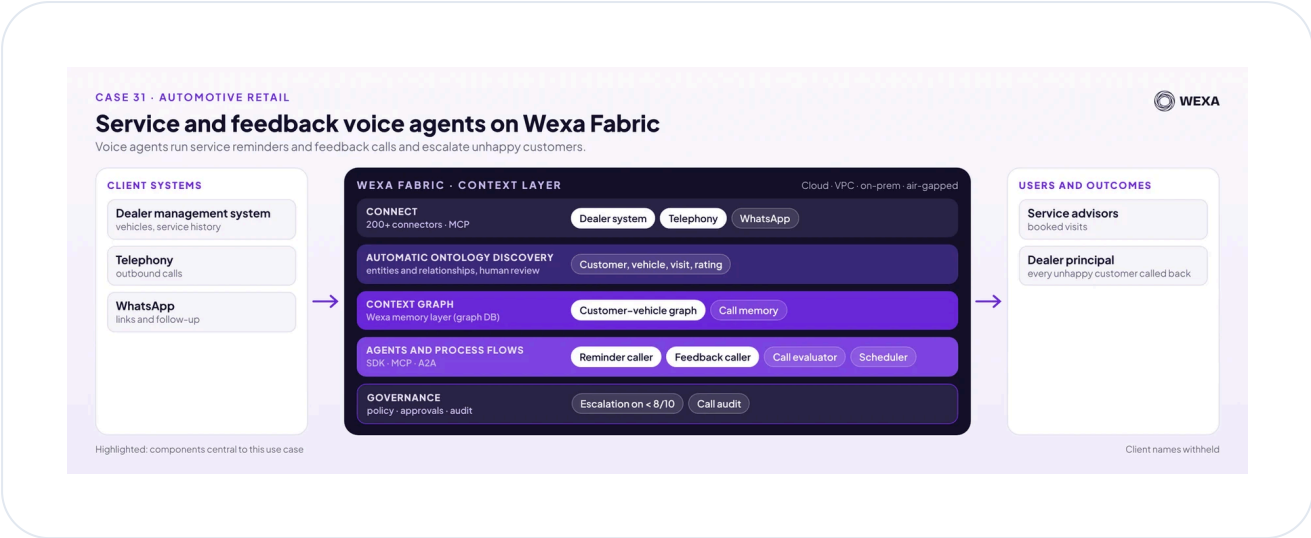


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Solution workflow

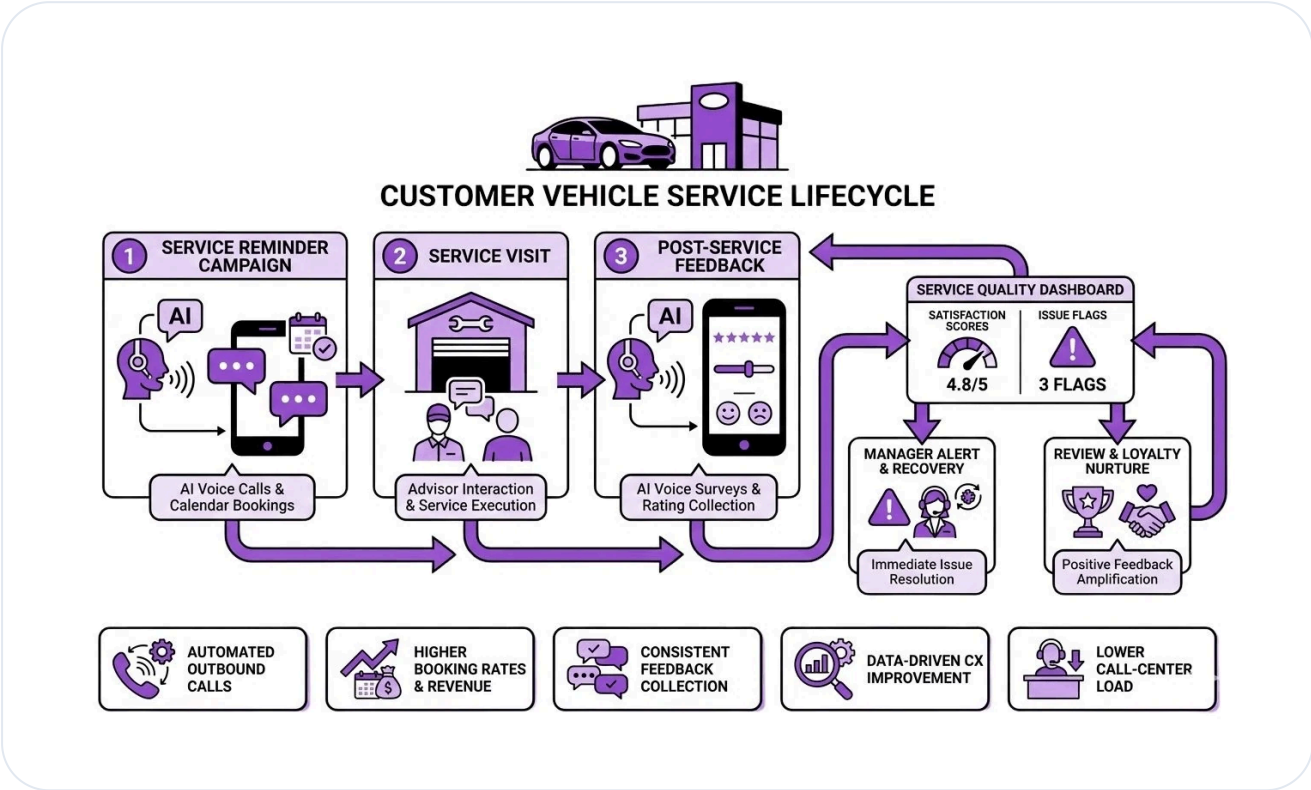


FIGURE Customer vehicle-service lifecycle covered by the agents.

Voice-agent architecture



FIGURE Voice-agent architecture shared by the dealer, lender and automaker proofs of concept (redrawn from the project design).

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
Staff making reminder and feedback calls	8 callers	2 callers
Annual cost of the process	\$48K	\$12K
Service revenue from recovered visits per year	—	\$120K
Time to implement the AI solution	3 months	2 weeks
AI build cost (one-time)	\$96K	\$7K

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
AI operating cost per year (models, infrastructure, upkeep, platform)	\$65K	\$29K
Total AI cost in year 1	\$161K	\$36K

WITH WEXA

\$127K

net annual value to the client after Wexa's
own operating cost

6x

faster to implement

55%

lower AI operating cost

\$125K

less AI spend in year 1