

# Meet Shelby - The AI Assistant Taking Lou Fusz Toyota's Lead Engagement to the Next Level

Since adopting their virtual assistant, Shelby, Lou Fusz Toyota has experienced improved lead response times, heightened engagement levels, and enhanced support for the entire staff, particularly during peak business hours.

## A Five - Star Virtual Automotive Assistant ★★★★★

Lou Fusz Toyota has had a highly positive experience with Genius AI's A.I. assistant, Shelby. The dealership has seen an overwhelming response to Shelby, with more customers leaving reviews for her than any other member of staff. Customers enjoy interacting with Shelby as she engages more than the salespeople do on the first contact and offers concise and clear responses. Shelby's quick response time has been particularly beneficial during busy hours, helping to improve lead engagement and support the entire staff.

Lou Fusz Toyota has experimented with different ways of using Shelby and has found that having her respond during business hours is most effective. Customers appreciate the unique and comfortable experience that Shelby's automated responses provide. Importantly, Shelby has not replaced anyone's job but has instead made things easier and better for everyone. She offers a level of speed and efficiency that is crucial in today's market. The dealership values Shelby as an essential part of their team and intends to continue using her for as long as they operate.

