



How Drivim
automates +10,000
daily interactions
across 16 dealerships

Overview

"Drivim runs one AI agent per contact channel (voice, web, and WhatsApp) turning every inbound call, chat, and message into a qualified lead in the CRM."

A customer calls the dealership to book a service appointment.

Until recently, that depended on someone picking up in time. Today, an AI voice agent answers in Catalan, identifies whether it's service, sales, or a general inquiry, and classifies it instantly, 24 hours a day, 7 days a week.

Made by Timbal, for Drivim.

Key Metrics

10,000+ AI voice calls

classifying service, sales, and inquiries since April 2026

1 in 5 web chats becomes a lead

21% measured conversion rate across 1,739 real conversations

3,663 unique customers

served automatically over WhatsApp

About Drivim

Drivim is a leading group of 16 dealerships selling new and used vehicles, with a steady volume of calls, messages, and web visits from customers looking for information, a service appointment, or a vehicle's price.

The challenge isn't having contact channels, since there are plenty, from phone and web to WhatsApp, but making sure no customer gets lost between them, in a sector where response time directly determines conversion.

Every channel, a potencial lead

Every contact channel carried its own bottleneck. Calls depended on human availability. The website received visitors interested in stock, leasing, or appointments with no instant qualification mechanism. WhatsApp accumulated sales and after-sales inquiries with no official channel centralizing them. And generating professional photography for hundreds of vehicles in stock required manual production, unit by unit.



Four native agents, one per channel

Drivim partnered with Timbal to deploy four AI agents in production, each specialized in a real customer contact channel.

Voice

The agent handles the group's phone lines in Catalan, determines intent from the first sentence, service booking, sales inquiry, or general information, and routes to a human when the conversation calls for it. The goal isn't to replace reception, but to absorb the overflow when lines are busy or after hours.

Web

The chat, embedded on drivim.com, informs on real stock and leasing availability, answers questions about appointments, and identifies purchase intent to capture a visitor's contact before they leave the page without a trace.

WhatsApp

The agent runs the dealership's official channel for sales and after-sales inquiries, new and used vehicle stock, motorcycles, leasing, service appointments, and determines the exact point where a conversation needs a salesperson.

Photography

The AI photo studio automates the generation of professional imagery for every vehicle in stock, eliminating unit-by-unit manual production.

All four agents share the same conversational infrastructure from Timbal.

They understand customer intent in natural language, act on Drivim's data and decide when a conversation needs a human.

The numbers behind it

Voice

Drivim has handled 2,819 calls in 30 days (94/day), over 10,000 since April.

Web

Drivim has held 1,739 real conversations, with 1 in 5 converting into a lead.

WhatsApp

Drivim has managed 100,000+ messages with 3,663 unique customers.

Photography

Drivim has generated 7,920 AI photos for 487 vehicles.

Result

Drivim grew global lead generation by 20% with Timbal's AI agent.

How Drivim beat the clock with one AI engine

The four channels working together have turned Drivim into a dealership that serves customers wherever they already look for it, whether phone, web, or WhatsApp, with no inquiry left unanswered for lack of human availability.

In a sector where the margin between capturing a lead and losing it to a competitor is measured in minutes, constant availability stops being a one-off advantage and becomes a structural asset of the business.

Four agents, one Timbal infrastructure behind them all.

A dealership leader on “Why speed determines everything”



"With 16 dealerships and five disconnected systems, our sales and after-sales teams were working with fragmented data, and a lead response could take over four hours.

With Timbal, we unified WhatsApp, web and call center into a single AI engine connected to our DMS, and legacy CRM.

Today we respond instantly, our sales teams have inventory, financing and competitive comparisons in seconds, and lead-to-sale has jumped from 12% to 19%. In the automotive sector, with the level of competition we face today, failing to respond quickly and with quality means the customer is already at the competitor's door."

Joan Casanovas, Co-Owner & Managing Director at Drivim.