

CASE STUDY

Mint Auto Trader

AI-Powered Inbound Voice Agent — Aria

watch case study on youtube: <https://youtu.be/qhAUwNOZfKw>

CLIENT	AGENT NAME	PLATFORM	CALL TYPE
Mint Auto Sales	Aria	Retell + n8n	Inbound Sales Calls

Project Overview

Mint Auto Sales is a pre-owned vehicle dealership located at 6036 S Orange Blossom Trail in Orlando, FL, with an active inventory of nearly 200 vehicles spanning budget-friendly options under \$10K, specialty right-hand drive imports, and premium pre-owned makes including BMW, Bentley, Acura, and more. The dealership serves a diverse customer base across the greater Orlando metro area, offering financing, trade-in appraisals, and a shop-from-home program.

As inbound call volume grew, the sales team needed a smarter way to handle initial inquiries — one that could match customers to inventory naturally, answer common questions accurately, schedule test drives, and pass warm leads to the right department — without adding headcount or missing opportunities after hours.

The solution was Aria — an AI-powered inbound voice agent built on Retell and orchestrated via n8n — designed to handle every sales call the way an experienced floor rep would: relaxed, conversational, and always moving the customer toward the right next step.

Problem Statement

Mint Auto's front-of-house team faced four recurring challenges with inbound calls:

- Missed opportunities from after-hours calls — customers researching vehicles in the evening or on weekends reached voicemail, and many didn't call back.
- Inconsistent intake — different sales reps asked different questions and captured customer details in different ways, making it hard to follow up effectively.
- No intelligent inventory matching — callers with vague needs ("something around 2015, maybe a sedan") required a knowledgeable rep on the line to surface the right options; without one, calls went nowhere.
- No automated logging — completed calls weren't recorded in a structured way, so follow-up was manual and lead data was scattered.

Solution

We built Aria — a conversational AI voice agent deployed on Retell — to handle all inbound sales calls for Mint Auto Sales. Aria greets every caller naturally, understands what they're looking for, surfaces matching inventory from the dealership's live knowledge base, answers detailed questions, books test drives, shares the website link by email, and routes financing or trade-in inquiries to the right department — all without a human in the loop.

KEY PRINCIPLE

Aria sounds like a relaxed, knowledgeable sales rep — not a phone menu. Responses are one to two sentences. One question is asked at a time. Inventory is introduced naturally by year, make, model, and price — additional details are shared only when asked. The conversation always moves forward.

The Voice Agent — Aria

Aria is built around one goal: understand what the customer wants and get them one step closer to buying — whether that's a vehicle match, a test drive appointment, or a warm handoff to finance. The system prompt enforces a strict one-question-at-a-time rule and prohibits combining multiple actions in a single response.

The call flow follows a deliberate structure:

1	Greeting & Intent Discovery	Aria answers warmly and invites the customer to share what they're looking for. No menus, no options list — just a natural opening that lets the customer lead.
2	Inventory Matching	Aria uses the Mint Auto Sales inventory knowledge base to surface matching vehicles. Vague signals like 'around 2015' or 'something sporty under \$25K' are treated as intent — Aria finds the closest match and presents it by year, make, model, and price only.
3	Vehicle Detail Sharing	If the customer asks for more detail, Aria shares what's available: mileage, engine, transmission, MPG, color, trim. Details not in the knowledge base are handled with a clean offer to connect the customer with the team.
4	Department Routing	For financing estimates, trade-in values, or availability questions outside Aria's data, Aria acknowledges naturally and offers to connect the customer with the right department — but never transfers unless explicitly asked.
5	Test Drive Booking	When a customer is ready to come in, Aria checks availability via <code>check_availability_cal</code> , offers two time options, collects name and email (confirmed letter-by-letter), and books the appointment via <code>book_appointment_cal</code> .
6	Website Link Sharing	If the customer wants to browse online, Aria collects and confirms their email, then sends the dealership website link via the <code>website_link</code> function — confirmed before sending.
7	Post-Call Logging	Customer details — name, phone, email, and vehicle interest — are automatically captured and written to a structured log via n8n post-call webhook, building a clean lead database with zero manual entry.

Inventory Intelligence

One of the most impactful design decisions was treating the inventory knowledge base as a natural conversation partner, not a search filter. Aria doesn't ask customers to name an exact year, make, and model before responding — it interprets flexible signals and surfaces the closest match.

EXAMPLE INTERACTION

Customer: "Do you have anything around 2014 or 2015, maybe a coupe?"

Aria: "Yeah, we actually have a 2015 Lexus RC 350 — it's a sharp two-door, priced at \$34,995. Want to know more about it?"

This approach removes friction for customers who don't know exactly what they want, and ensures Aria always moves the conversation forward rather than hitting a dead end. Inventory is introduced one vehicle at a time — never as a list dump.

n8n Automation Backend

The backend consists of two functional layers: inbound call handling and post-call lead capture.

1 — Inbound Call Recognition

When Retell receives an inbound call, it fires a POST request to the n8n webhook. The workflow checks whether the caller's phone number matches an existing customer record in the Mint Auto lead database. If a match is found, Aria can greet the caller by name and reference their previous inquiry — reducing re-qualification time and making returning customers feel remembered.

2 — Post-Call Lead Logging

When a call ends, Aria's structured outputs are written automatically to Google Sheets via an appendOrUpdate operation matched on phone number. Fields captured include:

- Customer name and phone number
- Email address (if collected)
- Vehicle of interest and any specific details discussed
- Address (if collected for delivery or home appraisal inquiries)

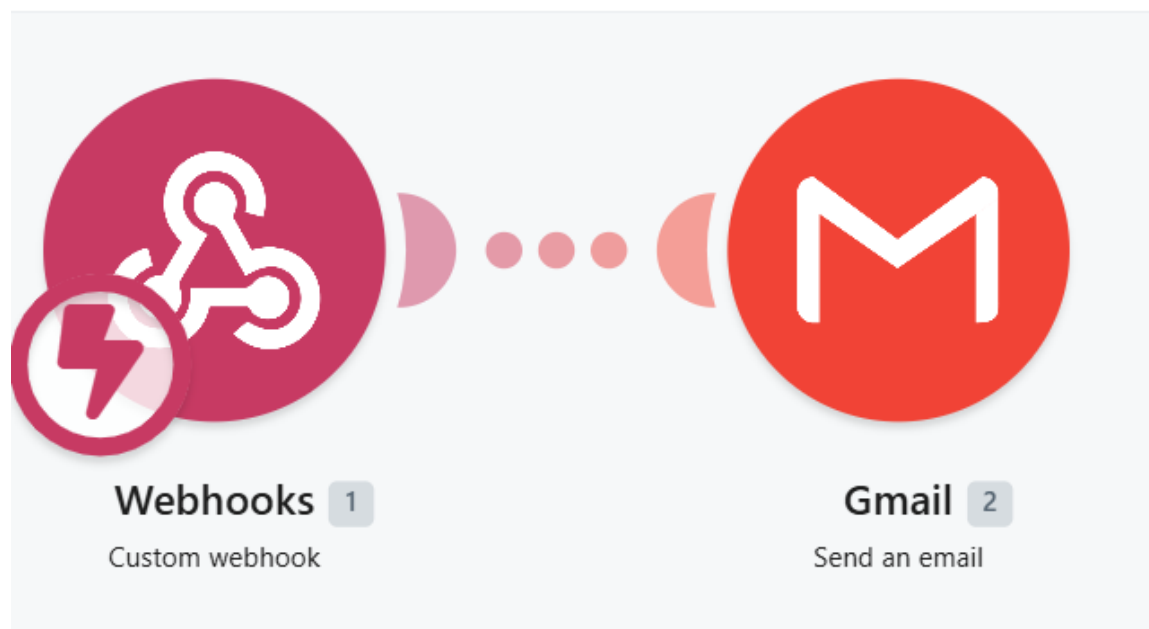
Every completed call feeds the lead database automatically — no manual entry, no dropped follow-ups.

3 — Test Drive Appointment Booking

When a customer is ready to visit the lot, Aria calls `check_availability_cal` to pull open time slots, presents two options, and confirms the booking via `book_appointment_cal` once the customer selects a time. The customer receives a confirmation with their appointment details, and the lot is notified of the incoming visit.

4 — Website Link Delivery

When a customer asks to browse inventory online, Aria collects and confirms their email address letter by letter before calling the `website_link` function. The link is only sent after the email is confirmed — preventing delivery failures and ensuring accuracy.



5 — Human Transfer

If a customer explicitly requests a human, or if a critical tool fails more than twice, Aria acknowledges naturally and transfers the call immediately via `transfer_call` — no extended explanation, no hold music narration.

Tech Stack

Component	Tool / Platform
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Voice AI Agent	Retell
Automation / Orchestration	n8n
Inbound Call Handling	Retell Inbound + n8n Webhook
Inventory Knowledge Base	toyota_inventory.txt (Retell KB)
Post-Call Lead Logging	n8n Post-Call Webhook + Google Sheets
Test Drive Booking	check_availability_cal + book_appointment_cal
Website Link Delivery	website_link function
Human Escalation	transfer_call function → Sales Team
Agent Language	English
Timezone	America/New_York (Eastern)

Results

✓	Every inbound sales call handled consistently — same quality, same process, whether the call comes at 10 AM or 10 PM.
✓	Inventory matched conversationally — vague requests like 'around 2015' or 'something sporty' are handled without requiring exact filters.
✓	Vehicle details shared one at a time, on demand — no list dumps, no information overload.
✓	Test drive appointments booked end-to-end without involving a sales rep — availability checked and confirmed in real time.
✓	Website links delivered accurately — email confirmed letter-by-letter before every send.
✓	Post-call lead data logged automatically — every completed call written to Google Sheets with zero manual entry.
✓	Financing and trade-in questions handled cleanly — acknowledged with a clear offer to connect the right department, never guessed at.
✓	Sales team freed from routine intake calls — available exclusively for in-person customer engagement and closing.