CARVIA | CASE STUDY

How Carvia turned the VDP into a sales-floor tool at Grubbs Hyundai

Grubbs Hyundai Wichita Falls | May 19, 2026

Hyundai · Wichita Falls, Texas

A salesperson at Grubbs Hyundai Wichita Falls explains how Carvia changes the conversation before a customer ever walks in - and how it gives the sales floor something real to work with once they do.

+75%	+29%	90%
Engagement time on used VDPs	**Session duration**	**Of the time it's a done deal**
		When buyers know market comparisons

Grubbs Hyundai Wichita Falls embedded Carvia across their vehicle detail pages as part of a broader four-store pilot with Grubbs Automotive Group. The goal was better engagement and more prepared buyers - what the team discovered was something more useful than that.

The Challenge

Every salesperson knows the difference between a customer who has done their homework and one who hasn't.

The prepared buyer moves faster. They already know the trim, the comparables, the price range. They walk in to confirm what they already believe, not to start from scratch. That conversation goes somewhere. The other one often doesn't.

The problem is that most dealer websites aren't built to create that kind of buyer. Shoppers who arrive at a VDP and don't find answers to their real questions leave the page. They go to Google, to third-party sites, to competitor listings. Sometimes they come back. Often they don't.

For Grubbs Hyundai Wichita Falls, the question was whether a better VDP experience could produce more of the right conversations - and whether the same information that helps buyers could also help the sales team once those buyers showed up.

The Solution

Carvia adds a VIN-intelligent layer directly on the VDP: a Carvia Score, vehicle insights, ownership records, safety ratings, market comparisons, and supporting links to third-party sources. Shoppers can explore the specific vehicle they're considering without leaving the dealer's site.

The immediate goal was better engagement and more prepared buyers. What the team discovered was something more useful than that.

What Changed on the Floor

Kailee Crocker, a salesperson at Grubbs Hyundai Wichita Falls, noticed a shift in how conversations started after Carvia was installed.

"When a customer comes in already knowing a lot about the vehicle, the conversation usually shifts more to the structure of the deal being proposed."

That matters. A customer who arrives at deal structure without needing to be educated first is a different kind of conversation entirely. The friction that normally lives in the early part of the sales process - explaining features, justifying pricing, defending comparisons - gets compressed or skipped.

Kailee put it directly: when a customer already knows how a vehicle compares to others on the market, "90% of the time it's a done deal."

The remaining 10% isn't a product problem. It's the reality of automotive retail - financing gaps, payment expectations that don't align, approvals that don't come through. Those conversations happen regardless of how prepared the buyer is. But when the information is already in place, the starting point is better.

> *"Since they had done their research prior, they come in to test drive and touch the vehicle in person, and then go straight to numbers."*
>
> **Kailee Crocker, Salesperson, Grubbs Hyundai Wichita Falls**

A tool for the salesperson, not just the shopper

The more interesting discovery was how Carvia changed what the salesperson could do in the moment.

Kailee described using Carvia directly with customers during the sales conversation - not as a script, but as a shared source of truth.

"I have used Carvia in demonstrating to someone how transparent we strive to be in the entire car purchasing process. With all of the links and market comparisons, it normally helps put our customers' minds at ease that we as a company are also providing 'competitor' insights on pricing and vehicle comparison."

That's a different kind of trust signal. The dealer isn't asking a customer to take their word for it. They're surfacing the same market data the customer would find on their own - and they're putting it in front of them first. That changes the dynamic.

For Kailee, the most useful features in that moment were the Carvia Score, Insights, and Records - along with the safety ratings and the links to external reviews and breakdowns.

"Using the safety rating feature and even utilizing the links to the different reviews and breakdowns of the safety ratings to show the customers genuine information from qualified insiders has helped me come across as knowledgeable on our products rather than sound like I am just reading from a sales playbook."

That last phrase is worth sitting with. The sales playbook is a known problem. Customers feel it when a salesperson is reading from one, and it erodes trust at exactly the moment you need to build it. Carvia gives the salesperson something real to point to - third-party context that exists independently of the dealer's position.

The Results

Across the four-store Grubbs pilot, average engagement time per VDP session increased at least 18% in the post-install period. Shoppers are spending meaningfully more active time with each vehicle page.

At Grubbs Hyundai specifically, the numbers were the strongest in the group: engagement time on used VDPs rose 75%, and session duration increased 29%.

These are not small moves. A 75% increase in active engagement time means customers are working through the page, not bouncing off it. They're reading, comparing, following links. They're doing what a prepared buyer does.

That's the on-site behavior that produces the floor conversation Kailee described - the one that skips the education phase and goes straight to numbers.

> *"It creates a one stop shop for any basic research information we could need to answer questions, as well as helping customers feel more confident when they walk in to see a specific vehicle after being provided the in-depth information and links to dive further."*
>
> **Kailee Crocker, Salesperson, Grubbs Hyundai Wichita Falls**

The Takeaway

Most VDP tools are built for the shopper. Carvia ends up being useful for the salesperson too.

When the same information that prepares a buyer is also available to the person selling to them, something changes. The conversation has a shared foundation. The dealer isn't asking for trust - they're demonstrating it. The salesperson isn't defending a price - they're walking through the same data the customer already reviewed.

Carvia gives shoppers the confidence to move forward and gives salespeople the information to guide them there.

See what Carvia looks like on your VDPs.

Request a demo to see how Carvia prepares buyers on the VDP and gives your sales team a shared source of truth on the floor.

https://carvia.ai/case-study/grubbs-hyundai