

Bluebird Introduces HandsFree, a Voice-Enabled In-Vehicle Lead-Response Capability for Distributed Sales Networks

New Bluebird Engage capability is designed to let field sellers hear and accept incoming leads through supported Android Auto and Apple CarPlay SMS workflows.

CHICAGO, IL, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Bluebird today introduced [Bluebird HandsFree](#), a planned capability within Bluebird Engage that enables dealers, agents and contractors to hear incoming leads, accept or decline them by voice, and initiate calls to prospective customers through supported in-vehicle SMS workflows.



Incoming Lead Available Through Bluebird Hands Free Via Android Auto and Apple CarPlay

The product is designed for industries that sell through independent networks of dealers, agents, installers and resellers, whose representatives often work outside a traditional office setting. Real estate agents travel to showings, contractors move between job sites, and boat dealers travel between showrooms and marinas. In these environments, an incoming lead can go unanswered until a seller can check a phone or computer.

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Bluebird helps distributed sellers respond to qualified leads without operational friction. Bluebird HandsFree is designed around how distributed sales actually work, including time spent on the road.”

James Palmer

Fast lead response can materially affect lead engagement and conversion. For field sellers, time spent traveling between appointments can delay that response.

With Bluebird HandsFree, information about an incoming lead is read aloud through supported in-vehicle SMS

workflows. The seller can accept or decline the lead by voice. If the seller accepts, Bluebird

initiates a call to the prospective customer without requiring the seller to handle a phone or interact with the vehicle's screen. Calls are initiated only after the seller's voice-confirmed instruction and are subject to the customer's configured contact-permission settings.

Part of Bluebird Engage

Bluebird HandsFree is a capability within Bluebird Engage, designed to help sales representatives working outside traditional [B2B CRM](#) workflows respond to leads through email, text, mobile, and now voice-enabled vehicle experiences. Bluebird Engage is built on a simple premise: sellers should not have to adjust how they work to respond to a lead.

"A lead should never sit idle because of friction in a platform," said James Palmer, CEO of Bluebird. "Our goal is to help brands and distributed sellers respond to qualified leads with less operational friction. Bluebird HandsFree is designed around how dealers, agents and other field sellers actually work, including the time they spend on the road."

Highfield Boats Among First Adopters

Highfield Boats, a global manufacturer of rigid inflatable boats (RIBS), is among the first companies planning to introduce Bluebird HandsFree to its U.S. dealer network. "Our priority is to deliver quality leads to our dealers in a way that fits how they operate," said Michael Carroll, Head of Marketing at Highfield Boats USA. "Bluebird HandsFree gives dealers another way to respond when they are away from their desks. We are introducing the capability to our dealer network at our annual Highfield dealer conference in Chicago on August 26."

Availability

Bluebird expects HandsFree to be available by the end of the third quarter of 2026; availability is subject to change. The planned feature will use SMS-based workflows in supported Android Auto and Apple CarPlay environments; availability may vary by device, vehicle, operating-system version, and customer configuration.

About Bluebird

Headquartered in Ontario, Canada, Bluebird—formerly Lead Assign—provides [Distributed Sales Orchestration](#) software for companies that sell through distributed networks of dealers, agents, installers and resellers.

The Bluebird One platform includes Bluebird Route for lead routing, Bluebird Engage for seller response and engagement, and Bluebird Signal for tracking lead outcomes across distributed sales networks.

When agents, dealers, installers and resellers get a qualified lead, they make money. When they

make money, so does the brand.

Learn more at <https://bluebird.one/>.

James Palmer

Bluebird

pr@bluebird.one

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