



Motor City Auto Center

Buick - Pontiac - GMC - Lexus - Saturn

Making Business Better with Contact Management for ERA[®]

Motor City Auto Center

Buick - Pontiac - GMC - Lexus - Saturn

Making Business Better with Contact Management for ERA®

Successful dealerships are those that actively uncover issues in the business and find the best tools to solve them. Through industry-leading integrated solutions and award-winning consulting and support, Reynolds works with dealers to make their business better.

Looking Toward the Future

A productive sales team is crucial to dealership success. In 2002, Motor City Auto Center located in Bakersfield, California, recognized that their future business growth was at a crossroads. While they were a rising star among dealerships in the area and within their franchises, inefficiencies in the sales process were putting their progress and profitability at risk. To define the whole scope of the problem they began asking themselves difficult questions.

- How do we spend our time with customers?
- How can we maintain customer relationships and continue to provide value to them over a long period of time?
- How can we manage the business at the desired volume without adding members to our management team?

Inefficiencies in the sales process were putting their progress and profitability at risk.

As in most dealerships, the salespeople at Motor City were primarily responsible for keeping track of their customers. To look for customer information, they would refer to the customer database. Yet, the search was cumbersome and yielded only basic name, address, and phone number data. They had no easy access to the prospect's previous purchases at the dealership, service history, or a record of visits. Without that information, the salesperson and the dealership were flying blind. Because they relied on an archaic system of messy yellow tablets or notes scribbled on the back of business cards to record hot prospects, those visits were not always recorded in the dealership database.

As they dug into the process, several distinct problem areas began to emerge.

- By approaching prospects without background information, Motor City's salespeople were spending a great deal of time determining whether they were speaking with an existing or new customer, and if existing, whether they usually leased or purchased.

“Referral Business Has Increased to 68%.”

John Pitre, Executive General Manager
Motor City Auto Center
Bakersfield, CA



- The sales team generally waited for customers to come in to the dealership rather than actively looking for customers.
- Customer relationships were built and maintained solely on the personal relationship between the customer and salesperson. As a result, customers were loyal to specific salespeople, but not necessarily to the dealership as a whole.
- Management oversight of sales activities was very difficult and, if the process did not change, would require hiring more managers.



Finding the Best Tools

Motor City's management team began looking for a way to maximize their opportunity with every customer and salesperson. They realized very quickly that the only way to manage a high volume of business with a limited number of managers was to have a tool and a better process. They had to be able to quantify daily activities, put structure into the sales process, and turn customer information into an easy-to-use selling tool.

They realized very quickly that the only way to manage a high volume of business with a limited number of managers was to have a tool and a better process.

To find the best solution, they looked into every software system available at the time and carefully compared features. One solution, Reynolds Contact Management, offered much of the functionality they wanted plus total integration with their ERA dealership management system (DMS), which put it miles ahead of the rest.

Using Better Processes

Reynolds Contact Management is a Web-based CRM tool that delivers effective sales follow-up, service CRM, an interactive marketing center, and broadcast messaging all seamlessly integrated with ERA. With this one tool, Motor City was able to gather information and track walk-in, Internet, and phone leads. Thorough information about each customer became accessible with the simple click of a button.

Contact Management automatically scheduled timely follow-up for prospects, sold customers, and service customers and placed action items in each salesperson's Daily Work Plan. The solution also aided in management oversight through detailed reports of key metrics.

Motor City ranked Contact Management's integration with their DMS as one of its most beneficial features. That integration meant that customer information was accurate no matter where a change was made – service, parts, accounting, or the sales department.

Being Smart About Customers

Implementing Contact Management has made the Motor City sales team much smarter about where they spend their time with customers. Because they know more about each customer's background, purchasing history, and readiness to purchase a new vehicle, they can address individual customer needs more quickly and shorten the sales cycle. And just as their salespeople now easily recognize an existing customer, they also know when they're dealing with a prospect that is new to the dealership. Based solely on a name and phone number, Contact Management can do a reverse White Page lookup to give them even more information about the prospect after they leave. With more knowledge about their customers and prospects, follow-up has become more meaningful, resulting in better responses.

Motor City ranked Contact Management's integration with their DMS as one of its most beneficial features.

The ability to maintain management oversight without increasing the number of managers has been a great result of the new system. Managers can open a desk log every day to see how many prospects came in, what brought them in, how many appointments were kept, how many were not, and drill down to which salesperson is responsible for each customer. Contact Management allows Motor City to know at any given moment whether they are on target for the month or not. And, because they did not have to hire new managers, they have the competitive advantage of lower overhead costs.

Motor City has reduced overall operating expenses through more targeted marketing messages and greater sales efficiency. By using better information to send targeted messages to customer segments, marketing campaigns cost less and bring in more qualified customers. While previous broad marketing promotions might bring in 200 customers on a Saturday with 75 ready to buy, their targeted marketing approach brings in 100 customers with 75 ready to buy. Salespeople are now able to spend more time with buyers and less time with non-buyers. With the daily work plan in Contact Management, each salesperson stays more productive. They are better organized and proactively reach out to customers every day, resulting in higher sales.

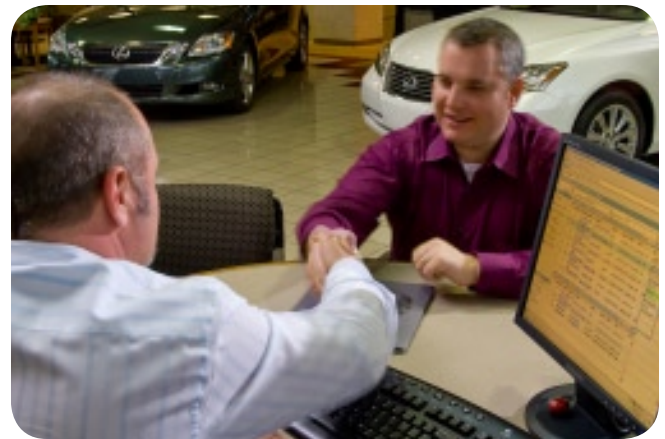
Motor City has reduced overall operating expenses through more targeted marketing messages and greater sales efficiency.

With the help of Contact Management, repeat and referral customers make up 68% of Motor City's business. They are able to provide more value to the customer relationship over a long period of time through newsletters, follow-up mailers, phone calls, and e-mails. The customer's relationship with the dealership is no longer completely dependent on the personal relationship between the customer and a specific salesperson.

Before Contact Management, Motor City's sales team had to contact 200 customers to find 75 that were ready to buy.



After Contact Management, Motor City's sales team could focus their efforts on just 100 customers and find 75 ready to buy.



A Bright Future

Because the sales staff now has instant access to detailed customer information, they have become much more professional and productive. Contact Management is primarily responsible for Motor City's 68% repeat and referral business. Its integration with the ERA DMS puts this tool miles ahead of competitive products that are not integrated. Being able to access pertinent data like current mileage, payoffs, and addresses as they're updated by all dealership departments is very important to maintaining a quality long-term relationship with the customer. Motor City is confident that they will continue to develop a more professional sales team, thorough management oversight, and life-long customer relationships.