



## A Blueprint for Success

Dealership-wide Solutions for ERA<sup>®</sup> **U.S. and Canada**

Optimization Check for ERA<sup>®</sup>

Better system utilization provides a greater return on investment through increased sales, closed profit leaks, and efficiencies. The ERA Optimization Check service gives your dealership a blueprint to map out and address areas to improve utilization of your ERA system.

### A Picture is Worth a Thousand Words

Gain a valuable look at your employees' current ERA system usage through an evaluation of system data and observations and interviews with key dealership personnel. Findings are documented and focus areas are prioritized with you, so areas of utilization improvement can be identified that have potential impact on financial, operational, and customer satisfaction results. A thorough action plan identifies ways for you to better utilize your ERA system, so you'll be on the fast track to better productivity and increased profitability.

During the Optimization Check, Reynolds consultants will also identify possible dealer-specific "quick wins" that may have immediate impact. Quick wins we have identified in the past include:

- \$26,000 in revenue generated from additional recall and campaign work.
- Ten minute reduction in every posted F&I deal (over 33 hours per month) by changing set-up specifications and follow-up processes.

### Blueprint Options

You can choose between two ERA Optimization Check Consulting engagements:

- A three-day consulting engagement for Variable or Fixed Operations with one Variable or Fixed Operations consultant.
- A three-day consulting engagement with one Variable and one Fixed Operations consultant working simultaneously to cover more potential improvement areas.

*"I am very satisfied with the overall results of the ERA Optimization Check. We spend a lot of money on technology and know we underutilize it. The Check pointed out where we can get more mileage from our ERA System. The recommendation report we received at the conclusion of the assessment provided viable ways in which we can improve our utilization and help our bottom line results."*

**Michael Holley, Owner**  
**Michael Holley Chevrolet**  
 Lakeland, FL

## ERA Optimization Check Agenda

### Pre-Visit Activities

- Validation of dealer staff availability.
- Scheduling of on-site check sessions and meetings.
- Extraction and review of benchmark operational and financial data to pre-spot potential improvement areas.

### Day 1– Preparation and Check

Meeting(s) with Dealer/Management Team

- Review visit objectives and value to be delivered to your dealership.
- Discuss dealer/management expectations of visit.
- Review agenda and schedule.
- Validate schedule of daily activities and meetings.

Check

- In-depth on-site review of targeted departments.

Dealer checkpoint meeting

- Progress report and confirmation of next steps.

### Day 2– Check Continued

- In-depth on-site review of targeted departments and system.
- Implementation or coaching on “quick wins.”

### Day 3– Review of Findings

Document findings and recommendations

- Development of dealership specific Evaluation Report.
- Examination and analysis of system utilization compared to benchmark performance.
- Expert recommendations developed for the store.

Dealer/Management exit meeting

- Expert playback of the final ERA Utilization Evaluation Report.
- Overview of utilization evaluations for individual departments.
- Recap of implemented “quick wins.”
- Review of final recommendations for improvement.
- Schedule future implementation visits, if appropriate.

Count on ERA Optimization Check to produce a better return on your investment and uncover opportunities to improve efficiencies that lead to gains in productivity and profitability.

**For more information on ERA Optimization Check, please contact your Reynolds Account Manager, call 866.850.8194 (option 2), or e-mail [consulting@reyrey.com](mailto:consulting@reyrey.com).**



MAKING **BUSINESS** BETTER.