



GOMOTO CASE STUDY

# BMW of Honolulu



## The Problem

Customers of elite brands expect top-notch treatment, and BMW of Honolulu was falling short. This was overwhelmingly apparent during rush hour when guests could be waiting an hour before speaking with an advisor. **The line of cars seemed endless due to customer rushes, advisors calling in sick, or staff running late to the dealership.**

Once a customer spoke with an advisor, the process created additional issues. Customer information had errors from advisors trying to speed through the process, and advisors manipulated the pick-up time so they could leave the dealership early, even though the customer wouldn't arrive until hours later.

Ultimately, **the process did not represent the elite experience the customer deserved.** Change was needed.

**“We'd get a flood of customers and it was overwhelming for advisors and frustrating for our customers.”**

Tim Palms, General Manager  
BMW of Honolulu

## The Solution

BMW of Honolulu needed a better check-in process while making the most of the staff they had available. After evaluating options, they determined the best path for their dealership would be a GoMoto self-service station.

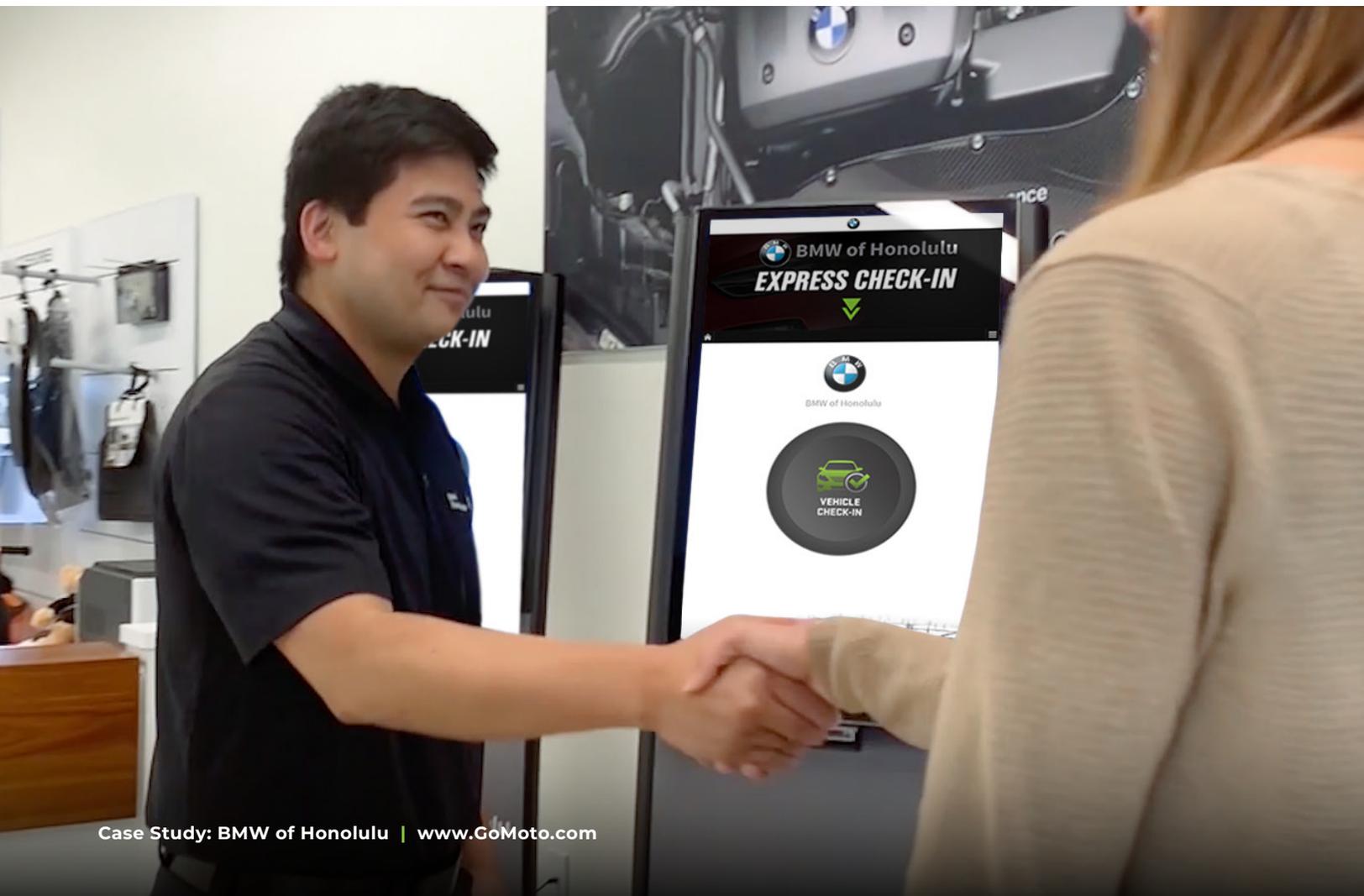
By adding technology that assists with the check-in process, they were able to reduce lines and maintain a consistent process. Now, **customers always receive the same greeting, upsells are always presented, and trade-in appraisals are always offered.**

With their new process, when a customer pulls in, they no longer see a line of cars outside the

service department. Once inside, dealership employees encourage returning customers to walk through the kiosk's check-in process. Once checked-in, customers can have a seat in the lounge. If the advisor has any questions or wants to verify information, they can speak to the customer while they wait.

BMW of Honolulu placed two kiosks inside to assist advisors and one outside for 24/7 access.

Installation was simple. After one day of training to ensure the process was consistent and tested, the kiosk was up and running for customer use.



## The Results

Customers loved the new technology, with **87% saying it made the process easier** and **94% saying it answered all of their questions**. They went from waiting up to an hour for service, to having almost no line and completing the **check-in process in under two minutes on average**.

**“The cost of the tool itself is less than the cost of hiring another full-time advisor or concierge, so the investment is 100% worth it.”**

Tim Palms, General Manager  
BMW of Honolulu

However, they were not speeding through the process and skipping the extra buying opportunities. BMW of Honolulu's **upsell rate increased by 10%** from customers selling themselves on additional services. On average, the store **increased almost \$130 per RO**. In addition, BMW of Honolulu saw an increase in trade-in appraisal requests.

“As technology advances, dealerships will have to adapt or risk falling behind. The GoMoto Virtual Service Advisor kiosks give us a competitive advantage and allow us to keep up with the expectations consumers have today.”

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