

## CASE STUDY

# HELENA MOTORS

Improving the customer experience and sending internet sales soaring with VinSolutions Connect CRM



VinSolutions

## OVERVIEW

# The way it ought to be.



Location:

**Helena, Montana**

Type:

**Family-owned  
business**

Number of Stores:

**2**

The motto of Montana's Helena Motors is "the way it ought to be." This belief guides every customer interaction, and treating customers right has been the basis for much of their success.

However, the group was ready to take its customer experience to the next level. It wanted a technology solution to help streamline and track interactions with potential and current customers to personalize the buying journey, as well as increase efficiency. These needs led Helena Motors to look for a new CRM provider.



## CHALLENGE

# Accountability through flexibility.

Helena Motors' legacy CRM was not as flexible as the group needed it to be. It also did not integrate easily with the group's other solutions, making it difficult to track online and offline activity and give customers a customized, efficient and cohesive experience. As a result, Helena Motors felt its accountability to its customers was lacking.

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*"We needed flexibility for customizations and integrations so we could track activity and have the information all in one place, so we could deliver better for our customers."*

**– Jim Stanger, President**  
Helena Motors



## SOLUTION

# A personalized and efficient customer experience.



With flexibility and integration top-of-mind, Helena Motors looked at several vendors and selected VinSolutions for its award-winning Connect CRM. Once implemented, the group gained:

- Unsurpassed workflow and reporting flexibility.
- Expert guidance and proactive support from a dedicated Performance Manager.
- Real-time integrations with its other Cox Automotive solutions.
- One central view for all customer information.



## BENEFITS

# Flexible workflows and one central view.

With VinSolutions Connect CRM, Helena Motors can change workflow and processes on the fly to give customers the personal experiences they want. There is no limit to the number of customizations the group can make. Helena Motors' BDC team appreciates this feature. As one representative remarked, "I love the texting feature and how I can customize processes around how the customer wants to be interacted with."

With Connect CRM, Helena Motors also has the flexibility to flow all the data from both stores into one enterprise view. Now the group can market and track customers more efficiently.



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*"Before we had some duplication if a customer looked at a used car in both stores, for example. Now all of the data is integrated into one entity and it's so much more efficient."*

**– Jim Stanger, President**  
Helena Motors

## BENEFITS

# Real-time integrations.

Helena Motors also gained real-time integrations with its other Cox Automotive solutions, including its vAuto inventory management tool, Dealer.com website, Dealertrack Digital Retailing solution, and Dealertrack DMS solution. The Dealer.com integration through VinLens was especially beneficial because it enabled the dealership to automatically track website behavior for more personalized and proactive offers.

These integrations streamlined the sales and service process for a better customer experience. It also made employees more efficient and reduced errors because data entered once flowed to all the other solutions.

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*"The integrations definitely save time and help avoid errors."*

– **Jim Stanger, President**  
Helena Motors



## BENEFITS

# Expert guidance and proactive support.

The group also gained a highly experienced and dedicated Performance Manager who quickly learned the dealership's business and goals. She proactively looked for ways to help Helena Motors and was always available to offer guidance for how to maximize the tool.

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*"Our Performance Manager is fantastic. She's very proactive. When we interact with another company's support team, we realize how much she has spoiled us. You don't find people like her very often."*

– **Jim Stanger, President**  
Helena Motors





## RESULTS

# Internet sales soar with VinSolutions Connect CRM.

Helena Motors' internet lead closing ratio doubled while growing to sell approximately 175 new and used vehicles a month.\* The group credits its processes and strong adoption of Connect CRM and Connect Mobile, the latter of which allowed salespeople to never leave a customer's side, for its success.

\*Helena Motors, 2018. Results may vary.

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*"VinSolutions Connect CRM has definitely helped us stay competitive. We use it religiously."*

– **Jim Stanger, President**  
Helena Motors







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