

CASE STUDY

MOHAWK HONDA

100 Years of Improving Customer
Connections Through Technology



VinSolutions

OVERVIEW

Using Technology to Provide the Best Customer Experience Possible.

In celebration of their 100th year of business in 2019,

Mohawk Honda donated \$100,000 to local charities and performed 10,000 hours of community service.

Mohawk Honda has been a family-owned dealership, serving the Schenectady, New York, community for the past 100 years. In that time, they have seen a lot of change in the industry, but their core philosophies have remained constant—their passion for providing a great customer experience, offering a great place to work, and being an active part of their community.

This company culture has helped Mohawk Honda become the number one volume dealership north of New York City. One of the keys to Mohawk Honda's success is using **artificial intelligence technology to enhance the customer experience**. The dealership has always been open to implementing new technologies to improve the business. And as long as they align with the company's core values and further its customer and employee-focused business model, the technologies pass the test.

"We are going to try a hundred different ways and new technologies and new processes to make sure that we show customers we value their time," said Andy Guelcher, general manager of Mohawk Honda. "That is our value proposition. We look at new technology with an open mind to really listen and understand how it could help us with our customers."

CHALLENGE

Embracing Technology with a People-Centric Approach



As Mohawk Honda's reputation for providing excellent customer service has grown, so too has the company's customer base. And while business growth is always good, an increase in customers over the years also led to an abundance of customer data. With limited resources and more potential customers in the market, Mohawk Honda looked to artificial intelligence tool **VinSolutions Connect Automotive Intelligence** to ensure that the company continued to deliver a highly personalized buying experience.

Even with Mohawk Honda's open-minded approach, it's not always easy to find technology that can improve human connection. But taking a people-centric approach to technology has led Mohawk Honda to implement tools that stand the test of time, including the implementation of VinSolutions Connect CRM six years ago. And earlier this year, when VinSolutions launched its artificial intelligence solution, Connect Automotive Intelligence, Mohawk Honda was among the first dealerships to implement the tool.

CHALLENGE

Improving Human Connection Through Technology

Although it might seem counterintuitive for artificial intelligence to enhance human connections, Mohawk Honda has been impressed with how Connect Automotive Intelligence has humanized their customer interactions and improved job satisfaction at the dealership.

“Because we’re using this technology, we’re able to improve the interactions that we have with customers and really tailor conversations based on their interests,” Andy said.

By aggregating customer data from Connect CRM and from popular auto research sites Autotrader, Kelley Blue Book and their own Dealer.com website, Connect Automotive Intelligence helps Mohawk Honda salespeople better understand what customers are interested in and where they are in the buying process. And this understanding enables salespeople to reach out to their customers at the right time with the right, relevant message.

Connect Automotive Intelligence has also helped managers keep track of salesperson engagement, follow up with leads, and improve employee training. All of these capabilities combined have resulted in a better buying experience for the customer and a more satisfied sales staff.

“The company’s philosophy as it relates to employee and customer satisfaction has been consistent for a hundred years,” Andy said. **“Whatever is going to help make the job easier, make the experience better for the customer and help our employees feel more satisfied in their roles at the dealership, is ultimately going to help us. And right now, that is Connect Automotive Intelligence.”**

Andy Guelcher
General Manager | Mohawk Honda



SOLUTION

Prioritizing Personalization in the Car Buying Process

Mohawk Honda uses Connect Automotive Intelligence to gain insights into each customer's car buying journey from aggregated data. Features like Buying Signals, for example, show the sales team which make and model an individual customer is most likely to purchase. **With these unique customer insights, dealership staff are able to more quickly and easily tailor recommendations based on individual interests.**

The dealership's business development center also uses Connect Automotive Intelligence to personalize the car buying experience. Through an easy-to-understand interface, **the Engagement Strength feature helps BDC employees see how far along customers are in the buying process.** Based on a recorded history of customer interactions, sales staff can then reach out to answer questions, be of assistance, and make efforts to keep them engaged in the buying process.



BENEFITS

Keeping Customers and Employees Happy

Connect Automotive Intelligence has also improved employee morale. It puts real customer data in front of salespeople, allowing them to find the best quality leads, which in turn has benefited the dealership's bottom line.

Last year, the dealership's goal was to sell 500 cars per month. This year, Mohawk Honda's goal is to sell 700 cars per month. **Connect Automotive Intelligence, combined with Connect CRM and other integrated technologies, have allowed Mohawk Honda to achieve these aggressive goals and continue to be the number one volume dealer north of New York City.**

"Connect Automotive Intelligence is just one more of those steps that allows us to have that incremental change," said Scott Risley, digital marketing manager for Mohawk Honda. "The goal is to add the extra one or two percent at a time. We're taking that to the next level with sales."

That next level of sales means **employees who have come on since Mohawk Honda implemented Connect Automotive Intelligence are consistently selling 25 to 30 cars a month.** They're using the technology to find customers and take charge with the tools they need to close deals.



Scott Risley
Digital Marketing Manager | Mohawk Honda

Connect Automotive Intelligence is helping salespeople be more proactive, more self-sufficient and more responsible for their own success. Rather than wait for customers to walk through the dealership door, sales staff can proactively seek out new prospects earlier in the buying process, long before they ever reach out to the dealership.

With Connect Automotive Intelligence's enhanced manager dashboard, sales staff can now see a high-level view of all customer Buying Signals, giving them the ability to easily identify new opportunities within their own CRM. This proactivity opens up an entirely new pool of sales leads, which works to the advantage of both individual salespeople and the dealership's bottom line.

"Employees are seeing the results of using this technology. So, they repeat the process, and it's good for all of us." Andy said. In short, Mohawk Honda is seeing results. In fact, in the last year, the dealership hasn't turned over a single salesperson. And they've added seven new salespeople to keep up with business growth.

RESULTS

Sustaining Success with Priorities of the Past



40%

approximate increase in Mohawk Honda



25-30 cars

average sales per month by Mohawk Honda salesperson using Connect Automotive Intelligence



0 turnover

in salespeople at Mohawk Honda in 2019

With Connect Automotive Intelligence, Mohawk Honda salespeople have greater control over their own success. The dealership has found a way to be even more proactive, by giving their people the tools they need to find new sales opportunities. **And because they're using Connect Automotive Intelligence, dealership staff can be confident they are using their time more efficiently to pursue customers at the right time in the buying process.** They're using data to work smarter.

These data-driven processes have also resulted in significant benefits for the car buyer. Mohawk Honda's customers are getting a better, more personalized buying experience that aligns with the company's highest priority of putting people first. Looking to the future, Mohawk Honda will continue to reinforce its company culture of community and customer focus. It's a strategy that has paid big dividends

for the business and the community for the past 100 years. The company will also continue to turn to technology to improve its customer focus and deliver the car buying experience people have come to expect.

"Giving people the tools they need to succeed is definitely a big part of our dealership's success," Scott said. "At the end of the day it's about how we are making people feel when we have the chance to interact with them, and if they believe that we have their best interest at heart."

"Giving our customers a positive buying experience is our value proposition. **With the help of technology like Connect Automotive Intelligence, we're going to give our customers such a great experience that they feel we're doing everything we can to get them the most for their money.**"

