

CASE STUDY

RON MARHOFER AUTO GROUP

A better customer experience and more sales with VinSolutions Connect CRM.



OVERVIEW

Implementing new technology to stay on top.

Location:
Northeast Ohio

Type:
Business founded in 1919

Number of Stores:
5

Family-owned dealer group Ron Marhofer Auto Family has been going strong for nearly a century. The group's longevity is due in part to adapting to how their customers prefer to do business.

When customers began researching and shopping for vehicles online, the group sought out a technology solution to help it consolidate and streamline interactions with potential and current customers to increase efficiency, improve the customer experience, and win more sales. That search led the group to VinSolutions Connect CRM.



CHALLENGE

Engaging customers more effectively and efficiently.

The group had a legacy CRM solution, but it didn't integrate with the group's other system to deliver the faster buying process today's customers demand. It also didn't offer advanced customizations and reporting capabilities to assist with sales and BDC coaching opportunities.

Support for their previous CRM system was also a problem. Team members were forced to go to a manager with an issue; the manager would then call the provider. This brought activity to a screeching halt and cost the group business. It was time for a more effective solution.



SOLUTION

A streamlined buying process and insightful data.



The management team at Ron Marhofer knew the group needed a more streamlined online-to-in-store process to deliver the best customer experience. At the same time, they needed better CRM data to drive coaching opportunities and a clearer understanding of their customers. With these must-haves in mind, the group turned to VinSolutions and their award-winning CRM. Upon implementing VinSolutions' CRM, the group gained access to:

- A high degree of workflow customization and reporting.
- Seamless integration with other Cox Automotive solutions.
- An intuitive platform that is easy to use.
- Proactive support from dedicated Performance Managers.

BENEFITS

Custom reporting had a big impact on sales.



Customized reports built within VinSolutions' Connect CRM assisted team leaders in holding the BDC accountable and in identifying coaching opportunities. Those reports also helped pinpoint trends that were acted on immediately, instead of waiting until month end.

"We use reporting to help quantify the gaps and fix the leaks in the sales flow. Looking at each salesperson's numbers, we compare them to a benchmark determined across the whole company and show them how many sales they're missing on a weekly basis."

– Chris Marhofer, President COO, Ron Marhofer Auto Group

BENEFITS

A personal touch unveiled opportunities.

The group also got the full support of an experienced Performance Manager who is a dedicated advisor to their dealership. She quickly learned the group's business and specific challenges, and proactively reviewed performance metrics to find opportunities the dealership may have not been pursuing.



BENEFITS

System integrations sped up workflow.



Thanks to seamless integrations with the group's other Cox Automotive solutions – including its Dealer.com websites, Dealertrack F&I, and Vauto – the entire lead and deal process became faster and more efficient. Integration helped sales, and the 19-member BDC team, proactively reach out to prospects, and sped up the workflow once a lead was in the sales funnel.

"If there's a lot of activity and information coming out of the CRM, it helps us take action. Having all of the information in one place provides additional insights to help us narrow down where the problem is and make better pricing and merchandising decisions."

– Chris Marhofer, President COO, Ron Marhofer Auto Group

RESULTS

VinSolutions Connect CRM: Elevated the customer experience and helped drive sales.



Ron Marhofer delivered over 900 more Internet sales in 2017*, compared to 2016. The increase in sales can be attributed in part to VinSolutions' Connect CRM, which helped facilitate strong lead and sale processes.

"With the system automatically detecting duplicate leads and marking them bad, we're able to follow up properly with our customers instead of following up on extraneous tasks – allowing us to be more efficient."

– Michael Svetlik, Internet Sales Manager, Ron Marhofer Auto Group

*Marhofer Auto Group, 2017. Results may vary.



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