

CASE STUDY

SERRA HONDA GRANDVILLE

Driving long-term success with proven fundamentals and technology.



VinSolutions

OVERVIEW

Improving Dealership Outcomes with New Technologies

Location:

Grandville, Michigan

Number of Salespeople:

14

Serra Honda Grandville of Grandville, Michigan, has a simple mission: help every driver who walks through their doors find a great Honda vehicle that suits their needs. Offering new vehicles, used vehicles and service, customer service is Serra Honda Grandville's number one priority.

Rick Clift, general manager at Serra Honda Grandville, has spent almost four decades in the auto retail industry. While he's seen a lot of tweaks and adjustments to the business over the years, he still believes that the fundamentals of customer service and auto sales are the same.

"We still do a lot of the things that really haven't changed in a long time. We still greet people at the front door, and we still work to get them to like us, believe us and trust us."

– Rick Clift, General Manager | Serra Honda Grandville

While the fundamentals remain important, Serra Honda Grandville is also committed to continuous improvement using new technology. That desire to modernize, change and stay competitive led Serra Honda Grandville to VinSolutions Connect CRM.

CHALLENGE

Embracing Technology to Maintain a Competitive Edge

When Serra Honda Grandville adopted a new DMS in 2017, the dealership staff quickly realized that their existing CRM was insufficient for the dealership's goals and priorities. The staff soon learned how easily they could integrate Connect CRM with their new DMS, and they immediately switched CRM platforms. Sales staff consider the switch to be one of the dealership's best decisions.

"The DMS change prompted us to look for a CRM provider like VinSolutions, and we have been super happy with Connect CRM."

– Rick Clift, General Manager | Serra Honda Grandville



CHALLENGE

Holding Employees Accountable to Master their Tools

Not only does Serra Honda Grandville work to make sure that it is using the right technologies, it also makes sure that its people are using the technologies right.

Rick recently attended VinSolutions' annual user summit, VinWorx. While there, a speaker asked a question Rick didn't have the answer to: What percentage of customer data is being logged into the CRM? When he returned to Michigan, Rick asked the same question to his sales manager who estimated that only 60% of the dealership's activity was being recorded.

"I just about fell on the floor. We're managing this multimillion-dollar business on only 60% of the information?"

– Rick Clift, General Manager | Serra Honda Grandville



SOLUTION

Setting Reasonable Goals to Improve Utilization Rates



Realizing customer data collections could be a major success driver, Rick took what he learned at VinWorx and applied it to improve Serra Honda Grandville. He made customer data a major dealership priority and worked with the dealership's VinSolutions Performance Manager — a dedicated consultant who works with the dealership to achieve its CRM objectives — to set reasonable goals for getting customer data into the system.

Specifically, the dealership set goals to use Connect CRM and Connect Mobile to capture driver's licenses and email addresses for 80% of all customers,

close showroom visits within four hours, and set appointments with 25% of all opportunities.

Serra Honda Grandville also incentivized sales managers to achieve those goals with a \$1,000 monthly bonus. The dealership later formalized the incentive with an addendum to the sales manager's compensation program.

As a result, the dealership has seen not only improved driver's license and email capture rates, but also improved lead-to-appointment ratios.

BENEFITS

Constantly Improving with Connect CRM



Serra Honda Grandville encourages its sales team to sell one more car per day using VinSolutions tools.

After returning from VinWorx, Rick realized that Serra Honda Grandville could make an additional one to one and a half sales each day with improved use of Connect CRM. Running the numbers, he realized a huge potential for additional revenue.

To achieve that goal, Serra Honda Grandville is leveraging every resource VinSolutions provides. The dealership's Performance Manager helps pull reports, analyze data and create action plans for improvement.

Dealership staff also communicate regularly with customers through emails and personalized sales communications with VinLens, an integration between Connect CRM and the dealership's Dealer.com website. Serra Honda Grandville sales staff use insights from VinLens to ensure that customers only receive relevant and helpful information that encourages them to visit the dealership.

"Selling approximately one more car per day in a medium-sized store makes a big incremental difference. At 400 cars a year, multiplied by the average \$2,000 we generate from each sale, you're adding \$800,000 in revenue. It's a big deal."

— Rick Clift, General Manager | Serra Honda Grandville

RESULTS

Driving Long-term Success with Proven Fundamentals and Technology



Serra Honda Grandville plans to sustain the fundamental sales practices that have gotten the dealership to where it is today. But that won't stop dealership management and staff from seeking out and using industry-leading technologies and integrations like VinSolutions Connect CRM, Dealer.com and vAuto to keep up with a changing auto market and changing customers.

"Technology has dramatically changed how people can find us and communicate with us. Our ability to comprehend, manage and track that information — and then respond appropriately — is now a key element to our dealership's success."

— Rick Clift, General Manager | Serra Honda Grandville

RESULTS

Boosting Productivity and Streamlining Sales with VinSolutions

With Connect CRM's productivity-boosting integrations and workflow tools, Serra Honda Grandville is punching far above its weight class in monthly sales.

Using Connect CRM, the dealership's 14 salespeople sold more than 2,600 cars in 2018 — roughly 16 cars per salesperson per month and more than twice the national average for car sales in 2018, according to data from NADA.

"I think technology is a key element in being able to do those kinds of numbers. Our hiring philosophy is to staff our dealership with a few great people instead of a lot of average people. Embracing technology helps our smaller team manage all the activity that we get in the store every day."

— Rick Clift, General Manager | Serra Honda Grandville





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