

GAINING AN ADVANTAGE WITH THE CRM OF CHOICE

Case Study: Tim Dahle Auto Group

Mark Winters, Director of Marketing for Tim Dahle Auto Group, has seen his fair share of CRMs and understands how the right platform can provide a real competitive advantage. He also doesn't hesitate to say which CRM performs the best.

"If I started the dealership today, I'd sign up with VinSolutions," Mark said. "It just wouldn't be a question to me. That would be my CRM of choice. We feel VinSolutions Connect CRM really gives us an advantage in the market over other CRMs."

Mark's endorsement is informed by extensive industry experience. He has worked with numerous CRMs within multiple dealer groups. Several years ago, as part of a technology consolidation effort, he even saw his current group move away from VinSolutions and then back after internal users grew frustrated with the change.

A CRM with Technical Advantages

For Mark, much of the difference comes down to the technological shortcomings of other CRMs that put dealerships at a competitive disadvantage. After his group's departure from Connect CRM, he recalls "a constant chatter from the users" about inconsistent lead notifications and frustrations surrounding the platform's email marketing functionality. At the same time, the dealership's management group was growing tired of reporting inconsistencies and difficulties. Fortunately for Mark and the other internal users, the group quickly reversed course.

Now back on Connect CRM, the dealership can easily create and change processes in the CRM through a modern intuitive interface that the team loves. Setting up email and text campaigns is simple and straightforward. But one of the key improvements the dealer group has seen is its ability to administer its own workflows—something that wasn't possible with its former CRM.



That flexibility improves efficiency and employee morale, of course, but it's also important for the auto group's many customers. Now, the Tim Dahle team has complete control over the experience customers have after their initial contact with the dealership.

"The result of being able to make CRM processes ourselves is a better customer experience," Mark said.

"Those workflows are all designed to measure and create the touchpoints we want with our prospective buyers, our owners of our vehicles, and our longtime customers."



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Mark is quick to point out that the constant CRM chatter has stopped and that internal users are now happy with the system. Managers are also happy with their ability to pull consistent, customized reports and to digest data more quickly through the CRM's dashboard.

"Connect CRM just works," Mark said. "If you asked anybody in the group right now, 'Hey, would you want to go back to our previous CRM provider and save the money?' They'd all give you a, 'Hell no.' Our daily experience has been really, really good."

A Partnership Worth Coming Back For

While the technical shortcomings of the group's previous CRM were a major problem, Tim Dahle Auto Group was also frustrated with the previous provider's lack of personal, in-the-field support. Before switching to the new provider, Mark built a strong relationship with his VinSolutions Performance Manager and wanted to reconnect with that high level of support.

Since coming back to VinSolutions, the group has again enjoyed the steady presence of a Performance Manager—an advisor with real-world automotive retail experience. The support of that Performance Manager has contributed greatly to the group's success on the platform.

"With the consistent support of our Performance Manager, we see when we're not using the CRM," Mark said. "We know when we are using it, and we will know if we are not. Performance Management can detect where we need to put some focus, and then we can apply that focus."

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The Power of a Smarter CRM

Tim Dahle Auto Group also appreciates that Connect CRM comes with the power of Cox Automotive data. Integrated directly into Connect CRM, Connect Automotive Intelligence gives data-driven insights to salespeople so they can see who's shopping for a car, what they're looking for, and what steps they've taken. This allows the salespeople to customize their approach based on what each shopper might respond to.

"Our experience with Connect Automotive Intelligence has been really good," Mark said. "I love the fact that we can utilize the Cox Automotive network of data for consumer behavior. And when we see people identified as actively in the market, we see that as low hanging fruit. We just jump in and go and get a hold of these people. Really the opportunity is kind of on a silver platter; all you have to do is call the customer."

Having worked with numerous other CRMs, Mark can easily point out the advantages of Connect CRM. Those advantages—including platform flexibility, adaptable workflows, data-driven insights, and Performance Management—provide Tim Dahle Auto Group with a clear competitive advantage in the market.

Previous CRM Challenges

- Due to unnecessary system complexity, the dealership could not internally build, adapt, or manage CRM processes or customer workflows.
- The dealership struggled to obtain personal, capable support from its CRM partner.
- The dealership had a dissatisfied base of internal CRM users.

Connect CRM Solutions

- VinSolutions provides a Performance Manager with both product and industry expertise that meets regularly with dealership personnel to offer support, strategy, and training.
- With its flexible platform, Connect CRM empowers the dealership to custom build, manage, and adapt its own CRM processes and customer workflows.
- Integrated directly into the CRM, Connect Automotive Intelligence provides customer insights that make the sales team's job much easier.

Results

- Internal CRM users are more productive and more satisfied with their CRM.
- The group benefits from regular, personal interaction with its Performance Manager that leads to operational efficiencies and more effective use of the CRM.
- The group has observed that Connect CRM is having a measurable, positive impact on its bottom line.



Learn how your dealership can drive success
with Connect CRM at [VinSolutions.com](https://www.vinsolutions.com).