

# TURNING CUSTOMER DATA INTO SALES OPPORTUNITIES

## Case Study: Mile High Acura

The sales team at Mile High Acura in Denver, Colorado, looks at every piece of customer data as an opportunity—an opportunity to sell to a previous customer, get back in touch with a lost customer, or create a relationship with a new customer.

The dealership uses VinSolutions Connect CRM with Connect Automotive Intelligence to manage tasks, analyze customer data, and capitalize on every sales opportunity with the help of a few key features:

- Customizable CRM processes
- Intuitive reporting tools
- Personalized customer insights
- Integrations with other dealership solutions
- Ongoing support from a VinSolutions Performance Manager

## Managing People and Processes

For Mile High Acura, a customizable CRM is key to sales success. The dealership appreciates the ability to customize Connect CRM to meet the exact needs of sales staff and customers. And, with Connect CRM's intuitive, flexible reporting features, the dealership can hold its salespeople accountable and keep the entire team pursuing new opportunities.

"Connect CRM with Connect Automotive Intelligence gives us the ability to run better reports and effectively manage people and process," said Robert Groves, General Manager of Mile High Acura. "We're able to find out who is talking to which customers as a manager."

"If managers are using the tools and reports as intended, sales consultants can never say they don't have any opportunities or anyone to call," Robert said. "If we're utilizing the tools, sitting them in front of us, and reviewing them, there are a ton of people to call."

"Changing our processes in Connect CRM is simple," Robert added. "As managers, we're able to go into the tool and change the processes to whatever we need them to be. It's very customizable, and that customization is what is nice about VinSolutions."



## Personalizing the Customer Experience

The dealership's sales team also uses Connect CRM with Connect Automotive Intelligence to uncover insights about each customer's interests and buying intent. This valuable customer data gives salespeople an extra push to pursue leads, knowing they can reach out with personalized offers and relevant communications.

"Connect Automotive Intelligence motivates salespeople to keep following up with customers and keep doing the things they are supposed to be doing," Robert said. "A salesperson can see that a customer is browsing the website, comparing models, comparing their trade-in values on Kelley Blue Book, and so on. When they see all that, they're more likely to say, 'Hey, you know what? We're going to stay on it because this person is actively looking.'"



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General Manager, Mile High Acura

The data insights delivered by Connect CRM with Connect Automotive Intelligence don't just provide more information on existing opportunities. The tool also helps the sales team identify new opportunities—opportunities they might have missed without technology.

"Connect Automotive Intelligence points out where the opportunities are," Robert said. "As a manager, you can identify that this customer is looking for a vehicle today, as of now looking at a Chevy truck, for example. You can then work with your salespeople to reach out and let the customer know we have vehicles available, and not just the ones that they may have bought from us in the past."

## Integrating with Other Solutions

The team at Mile High Acura also appreciates Connect CRM's ability to integrate with other Cox Automotive solutions, including their Dealer.com website. They utilize the integration between their website and their CRM to automatically track website activity and get real-time CRM alerts on customer browsing behavior.

"VinLens in Connect CRM, which is the integration with our Dealer.com website, shows me who is looking at what and what is happening on the backend today," Robert said. "I can typically tell what's going to happen throughout the day by looking at the VinLens daily overview."

"And some people think I'm crazy, but I can look at it and see we're getting a lot of activity on a particular car. And I can guess based on that information that we're going to get a lead on it and/or we're going to sell it," Robert said. "So it makes me seem like I'm way smarter than I am."

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## Improving with a Performance Manager

When Mile High Acura needs help understanding a CRM feature, making an update, or interpreting customer data, they turn to their VinSolutions Performance Manager. The experienced auto retail advisor regularly strategizes with managers about the best ways to leverage VinSolutions tools to find new opportunities and improve business.

"Our Performance Manager is amazing," Robert said. "He looks from the outside in, and he looks at every other dealership using VinSolutions. So when he picks up the phone, I ask him not to hold back. That defeats the purpose. He tells me the opportunities. He tells me where to make improvement. That's the whole purpose of a Performance Manager."

## Finding the Best Opportunities

Every new day brings new customer data and new sales opportunities. With VinSolutions Connect CRM and Connect Automotive Intelligence, Mile High Acura gets the most out of their customer data to personalize every interaction and capitalize on each new opportunity.

"When I look at the data in VinSolutions, I look at it as an opportunity," Robert said. "When I'm looking at those areas of opportunity, I'm asking myself how I can effectively promote to those customers and get out in front of them with the right communications. And that is where the information in VinSolutions can be very helpful."



Learn how your dealership can improve sales processes at [VinSolutions.com](https://www.vinsolutions.com).