

NORTHTOWN DELIVERS ULTIMATE CAR BUYING EXPERIENCE

Case Study: Northtown Automotive

Northtown Automotive, based in Amherst, New York, has always been committed to giving customers the ultimate car buying experience: **first-class service, state-of-the-art facilities, and the technologies shoppers want.** In the span of a few decades, this customer-first philosophy has helped their business grow from a small used-car operation to include 11 dealerships, representing 20 franchises.

Motivated by these values, Northtown replaced outdated, inefficient solutions with connected, customer-friendly technologies, including VinSolutions.

Connecting Technologies to Improve Customers' Experiences

With a desire to streamline the customer shopping experience, Northtown turned to connected Cox Automotive technologies, including **VinSolutions Connect CRM** and **VinSolutions Connect Automotive Intelligence.** The move has empowered the auto group to uncover more targeted leads, increase sales, and save money. Their team also leveraged these connected technologies to improve workflows and customer experiences.

"I do not care how many products you have. If you don't have correct lines of communication it doesn't matter," said Erik Nelson, variable operations director for Northtown. "With Cox Automotive, each department ties back to the same platform."

Providing a Personalized Experience for Every Customer

Northtown now understands that the ultimate car buying experience means something a little different to every customer. With Connect Automotive Intelligence, the auto group can look at the buying signals of each website browser and personalize the shopping experience, based on individual interests.

"With VinSolutions Connect Automotive Intelligence, a customer can be on our website looking for a car, they don't put a lead in or anything, and all of a sudden, they come in and the car is actually warm, cleaned up, and sitting out front," Erik said.



Maximizing Technology Utilization with the Help of Experienced Advisors

One of the most significant differences between Connect CRM and other CRMs is the level of support provided by dedicated Performance Managers. The Northtown staff appreciates how their Cox Automotive Performance Managers work together to maximize results.

"They bring a totally different element to the product itself," Erik said. "The Performance Managers develop around our needs, allowing us to maximize our utilization."

With VinSolutions and connected Cox Automotive technologies, Northtown is delivering on the high expectations of its customers. Thanks to a suite of well integrated solutions and the help of a team of experienced advisors, the auto group is modernizing the car buying process, saving money, and giving each customer their own ultimate car buying experience.



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— Erik Nelson
Variable Operations Director, Northtown Automotive

Challenges

- Streamline the car buying experience
- Replace old, expensive, and outdated processes and technologies
- Deliver on the high expectations of each customer



Solutions

- Implement connected technologies to improve workflows and the customer experience
- Personalize the car buying experience by paying attention to buying signals
- Leverage technology to uncover targeted leads, increase sales, and save money



Results

- Northtown uncovered more targeted leads, increased sales, and saved money with connected technologies
- Using VinSolutions Connect Automotive Intelligence, Northtown can now personalize the car buying experience for each customer
- Performance Managers work with the auto group to maximize technology utilization and ensure a superior customer experience



Learn how your dealership can provide the ultimate customer experience at [VinSolutions.com](https://www.vinsolutions.com).