

DEALERTRACK AND SWOPE NISSAN

Optimizing the car buyer's journey



SWOPE NISSAN

Technology empowers the human touch

Since they opened their doors in 2008, the team at Swope Nissan has embraced technology as a key part of the sales process. They understand the role it plays, and how technology enables the team of seven sales people to conduct business in a consultative and personal style. “Effective technology does two things really well,” says Jennifer M. Kessler, Vice President and General Manager of the Swope Family of Dealerships. “First, it improves operational efficiency. And in doing that, it empowers us to create an optimal car-buying experience.”

**“WE FIND WAYS TO IMPROVE THE
CUSTOMER EXPERIENCE BY USING
TECHNOLOGY TO SPEED THE PROCESS.”**

Taylor Klein, F&I Manager Swope Nissan



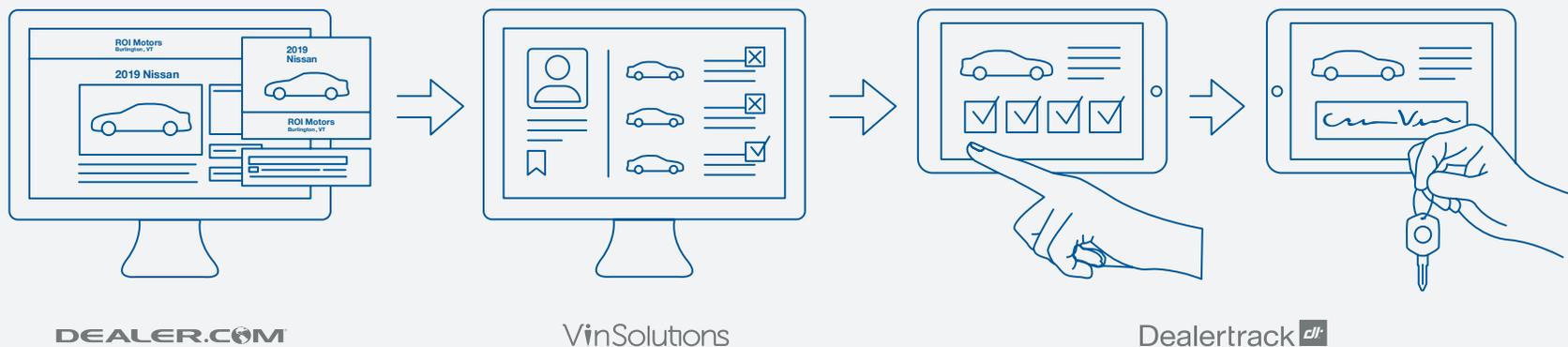
THE OPPORTUNITY OF A CONNECTED EXPERIENCE

Among the benefits of retail technology is the ability to reduce idle time and repetition by connecting actions across points in the sales experience. In fact, it's a game changer when it comes to customer satisfaction and productivity: A recent study by Cox Automotive found that 63 percent* of people surveyed felt that an efficient process was among the top three most important aspects to the buying experience.

Swope Nissan didn't need a survey to know that – they see it every day in the showroom. So when they began to build a united digital footprint, they started with key partners under the Cox Automotive name: Dealer.com for websites and advertising, VinSolutions for customer relationship management, Dealertrack DMS as the hub of dealership activity, and Dealertrack Showroom Solutions for finance and sales. Together, these four solutions have created an optimized and connected experience that begins with research, streamlines lead management, and coordinates key customer data points with sales and F&I. The result is a faster, more efficient experience – something the Swope Nissan team and the customers appreciate.

**Source: 2016 Cox Automotive Emotional Connections Study*

Cox Automotive solutions work together to deliver an optimized buyer's journey



CONNECT THE SHOWROOM EXPERIENCE

Streamlining the online to in-store journey where it counts – at the dealership

In virtually every aspect of sales and operations, the Swope Nissan team relies on the connective value of Cox Automotive – and Dealertrack – to deliver an efficient and simplified experience. “We like the way the solutions work together to create that online to in-store handoff,” says Klein. “It’s not just the large integration points, either. In fact, most of the time it’s in the details.” For example, a key benefit is in the way data is prefilled, and in the right spaces. That helps the Swope BDC team spend less time generating appointments and next steps.”



“DEALERTRACK TECHNOLOGY ALLOWS OUR DEALERSHIP TO PUSH CAR DEALS THROUGH MORE QUICKLY, GET PAID FASTER, AND REDUCE CONTRACT EXPENSES.”

“IF I DON’T HAVE TO HAVE 12 WINDOWS OPEN, THAT **SAVES ME A TREMENDOUS AMOUNT OF TIME.** HAVING THIS LEVEL OF EFFICIENCY SIMPLIFIES SO MUCH OF THE PURCHASE PROCESS – **IT’S A LIFESAVER.**”

Taylor Klein, F&I Manager Swope Nissan



DEALERTRACK DMS

The intersection of connected technology, with purpose

At the intersection of Swope Nissan's connected efficiency sits the Dealertrack DMS technology. By reaching out to VinSolutions for lead data, and pushing that information toward crucial Dealertrack Sales and F&I solutions, Dealertrack DMS provides a secure pathway that keeps operations moving forward. Dealertrack DMS provides a complete management environment that drives efficiencies across all aspects of Swope Nissan day-to-day operations.

"The Dealertrack DMS is seamless, and really simple to use," says Klein. "When we do have a question, or when a problem crops up, we've been extremely happy with the way the support team is there for us." According to Taylor, two aspects to the DMS solution stand out: the quality of the data management, and the way OpenTrack handles integration with third-party service providers. As the industry's benchmark third-party integration solution, OpenTrack allows Swope Nissan to seamlessly push data between vendors, with little error. This enables a faster and more efficient workflow.

F&I COMPLIANCE: INTEGRATION

Swope Nissan ensures that deals are protected against the threat of non-compliance

Swope Nissan has proven that there is only one way to consistently meet the ever-changing demands of federal compliance: integration. At Swope Nissan, Dealertrack's compliance technology is integrated throughout the sales and F&I process. Whether it's protection from ID fraud with built-in Red Flags Reports, or a critical compliance checkpoint such as adverse action notices, the sales team relies on the Dealertrack F&I Compliance solution to stay up-to-date.

"Thanks to Dealertrack, we go into deals with confidence that every salesperson will cover the required aspects for compliance with federal regulations," says Klein. "By integrating it into our workflow, we make sure that we're doing what we need to do – when we need to do it." That includes important aspects of federal compliance, such as ID verification. Having additional questions is a handy feature that provides added confidence and security.



**“DEALERTRACK’S COMPLIANCE TECHNOLOGY
HELPS US **PROTECT OUR DEALS**, AND THE
COMPLIANCE GUIDE IS AN IMPORTANT
RESOURCE THAT HELPS US STAY UP-TO-DATE.”**

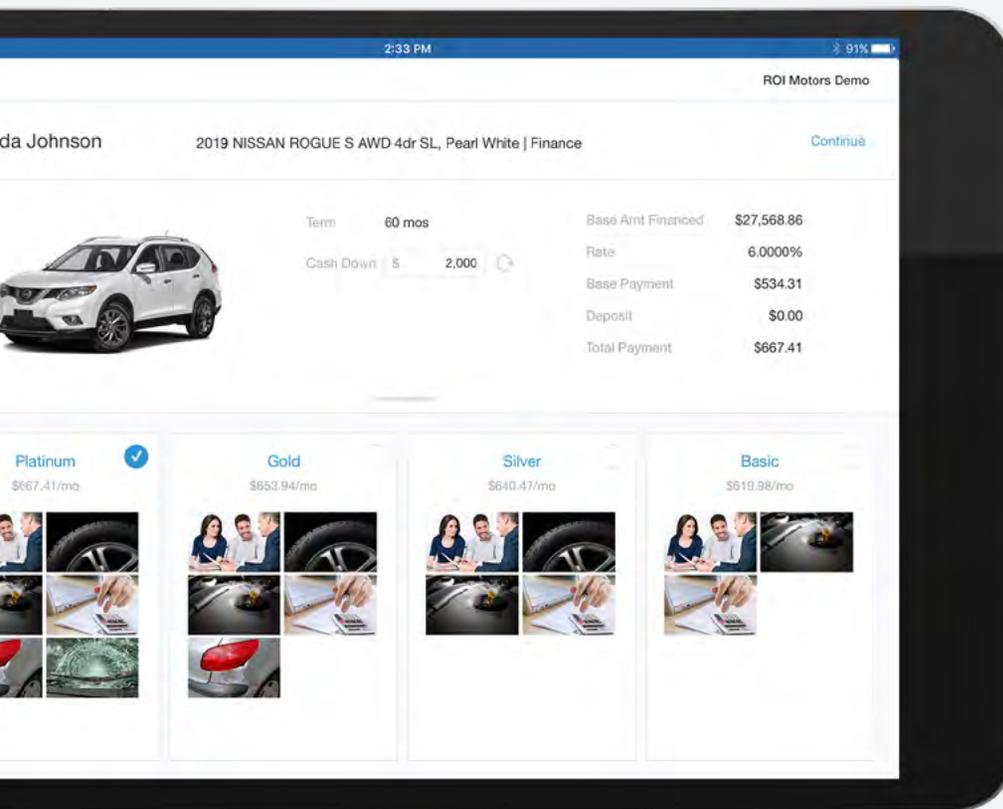
Taylor Klein, F&I Manager Swope Nissan

eMENU AND eMENU FOR iPad®

Meeting customer expectations with
an interactive experience

Even though the dealership has only recently adopted eMenu and eMenu for iPad®, Swope Nissan has already enjoyed immediate results. “In 2016, we sold paint protection on 36% of the deals using eMenu for iPad. Without it, our penetration percentage is only 18%,” says Klein. The finance manager is especially keen on the eMenu for iPad® summary screen, which shows declined products next to monthly payment amounts. The step creates an effective opportunity to re-engage with the customer about valuable and affordable product additions. As a result, he has seen sales increases in key products such as maintenance and paint protection.

The average increase in F&I products sold using eMenu for iPad® is 18%.
Dealertrack data January - July 2017.



eMENU AND eMENU FOR iPad®

Meeting customer expectations with
an interactive experience

Swope Nissan leadership is pleased with the positive change in customer attitudes due to the mobile nature of the solution. “People expect mobile technology,” says Klein. “It lends credibility, versus a piece of paper, and the result shows in higher quality engagement. They can read, touch it – it’s a more comforting and productive way to go through the process.” The added technology transformed the way the group presents their products. Instead of dragging the customer to an F&I office, they now go to where the customer is most comfortable, and confident. The result? More sign ups, more quickly – and greater customer satisfaction.



eCONTRACTING: EFFICIENCY

Reduce costs and recontracting delays

For almost seven years, the team at Swope Nissan has used Dealertrack eContracting. It sits at one of the most critical and final stops in their connected retail experience, and is one way Swope Nissan improves F&I efficiency. As a part of that, they've converted much of their cumbersome printed contracting into eContracting, through Dealertrack's easy-to-use solution. It is an instrumental part of the dealership's aim at eliminating time wasted in the F&I office, and in the need for recontracting.



“IF I HAD THE CHOICE, I WOULD USE
eCONTRACTING **100% OF THE TIME**. I COULD SIGN
SOMEBODY, AND HAVE THE DEAL FUNDED BY NOON. I
WISH ALL MY LENDERS DID eCONTRACTING.”

Taylor Klein, F&I Manager Swope Nissan

eCONTRACTING: FASTER FUNDING

Faster, more efficient funding of contracts

In addition to the way eContracting can simplify the contract process, perhaps its most valuable benefit is in speeding up the process of funding. “With eContracting, the funding is much, much faster,” says Klein. “With so much invested in inventory, and so many transactions taking place at the same time, accelerating the speed of funding is a key objective.” The contract part of a car sale is generally a hassle, but with technology like eContracting, it’s less painful, more accurate and definitely more pleasant. Our customers – and our staff – appreciate that improved efficiency.”

“eCONTRACTING HAS ALLOWED US
TO **SIGNIFICANTLY REDUCE** MONTHLY
CONTRACT DELIVERY EXPENSES.”

Taylor Klein, F&I Manager Swope Nissan



INNOVATION THROUGH INTEGRATION

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

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