

COLE AUTOMOTIVE GROUP IMPROVES EFFICIENCY WITH BETTER DATA INSIGHTS

Cole's five dealerships have served customers in southwest Michigan since 1981. The group continues to build success by putting their employees and customers first. It is critical for such an automotive group to adopt advanced technologies and commit to system trainings so employees can become more efficient. Cole Auto knows that when employees have the tools they need to excel at their jobs, confidence and productivity increase, which naturally leads to an improved customer experience.

Cole Automotive Group realized that if they couldn't measure performance, they would not be able to improve. The group needed the ability to perform more efficiently and improve results across departments, down to parts and tires. Although reporting was available through their previous DMS provider, Cole Auto was looking for a system that would compile data in a time-sensitive manner. Most of all, the group was looking for a DMS partner that would offer consistent support. After researching DMS options, Cole Auto implemented Dealertrack DMS in all of their stores.

Dealertrack DMS made it easier to extract and analyze critical information in a timely manner thanks to real-time data access from anywhere at any time. Opentrack features allowed Cole Auto to work with approximately 130 third-party providers without paying exorbitant fees. The group's employees received on-site training and a single, stable point of contact for all support, training, and system utilization needs through Dealertrack's Proactive Services. For Cole Automotive Group, partnering with Dealertrack DMS resulted in unprecedented insights, greater productivity, a better customer experience, and solid profitability for all five stores.

"We work together with Dealertrack in a way that we never did with our previous provider. There's much more interaction and partnership, and we know they are truly invested in helping us use the system to extract the most value. It's made our entire group more successful."

—Lass, CFO Cole Automotive Group



Challenges:

- Cole Auto Group needed the ability to perform faster reconciliations.
- The group lacked a base to measure performance efficiently.
- The DMS provider needed to provide the best support possible to the auto group and its employees.

Solutions:

- Dealertrack DMS allows for robust reporting, which makes it easy to extract and analyze critical information.
- Access to real-time data provides measurement for how well a department is performing at anytime from anywhere with mobile capability.
- Dealertrack's Proactive Services is optional, but subscribers receive a single, table point of contact for all support, training, and system utilization needs. The Provider Agent will make an on-site visit to dealer groups twice a year.

Results:

- Cole Auto was able to pull reports and perform quick reconciliations across departments and sales.
- Real-time data and drill-down capabilities made performance tracking reliable. Access to data at anytime from anywhere made it easy for Cole Auto to track updated results.
- Proactive Services helped Cole Auto employees in every store learn to use the DMS efficiently. Employees were happier and more knowledgeable.

For more information, visit Dealertrack.com/DMS.