

DEALERTRACK AND FIRST CHOICE FORD

How eMenu for iPad® instilled a transparent customer experience that helped increase sales



FIRST CHOICE FORD INCREASES SALES BY 40% WITH A TRANSPARENT CUSTOMER EXPERIENCE LED BY eMENU FOR iPad

First Choice Ford Owner Shane Griffin saw the change taking place right before his eyes: The Internet was changing virtually every aspect of buyer behavior. Shoppers were visiting his lot, already prepared with information about the cars; many had done research into the type of vehicle they wanted, how much their trade-ins were worth and even what they should pay. And though some of that data wasn't necessarily correct, the fact was that dealers were no longer the only source of vehicle data and pricing information. Griffin realized that to thrive in this new environment, the dealership had to employ online and in-store tools that included market pricing, like Dealertrack's eMenu for iPad and Dealertrack's compliance solutions, to transform his sales process into a more transparent customer experience. As a result, he is turning more shoppers into buyers, leading his market in sales, and minimizing compliance risk.

The information in the following case study is based on the results reported by First Choice Ford. Your results may vary. iPad is a registered trademark of Apple, Inc.





eMENU FOR IPAD: STRAIGHTFORWARD PRODUCT PRESENTATION AND COMPLIANCE PEACE-OF-MIND.

When Shane Griffin revamped his sales process, he needed an F&I presentation that would fit the dealership's mandate for a transparent, efficient, and upfront customer experience. The answer? Dealertrack eMenu for iPad®. When Griffin saw the way the tool worked seamlessly with his showroom workflow, he implemented it right off the bat.

IMMEDIATE BENEFITS

1

Complete Transparency

While previously the dealership had a separate F&I team that would present options on paper and step sell, today sales team leaders use eMenu for iPad® to present the entire deal from start to finish. They never leave the customer, offering them an interactive opportunity to add options to their vehicle purchase. There is no back and forth, and no traditional desking. “The biggest and most rewarding benefit is the transparency,” said Griffin. “It allows us to present the numbers in a straightforward way, which helps to speed up the process and increase sales.” Customer satisfaction with the new process is supported by a CSI score of 96 — at the top of the dealership’s zone — as compared to scores in the high 80s and low 90s before implementing eMenu for iPad®.

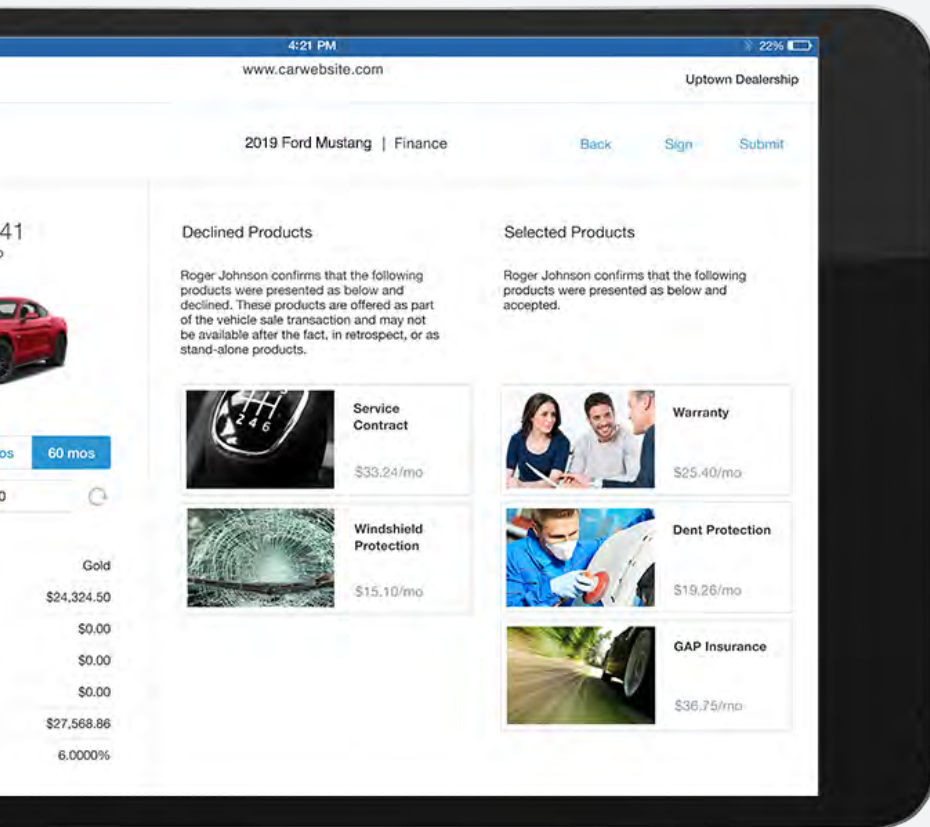


IMMEDIATE BENEFITS

2

Speed and Accuracy

The interactive touch screen works much faster than a traditional F&I process, and its easy-to use interface helps eliminate technical errors in write-ups. “When we use the iPad we see higher efficiency and more customer engagement,” said Griffin. “In addition, the paperwork is more efficient so there is no deal dead time.” Griffin speculates that the dealership can have a customer start and finish a purchase in only 45 minutes.



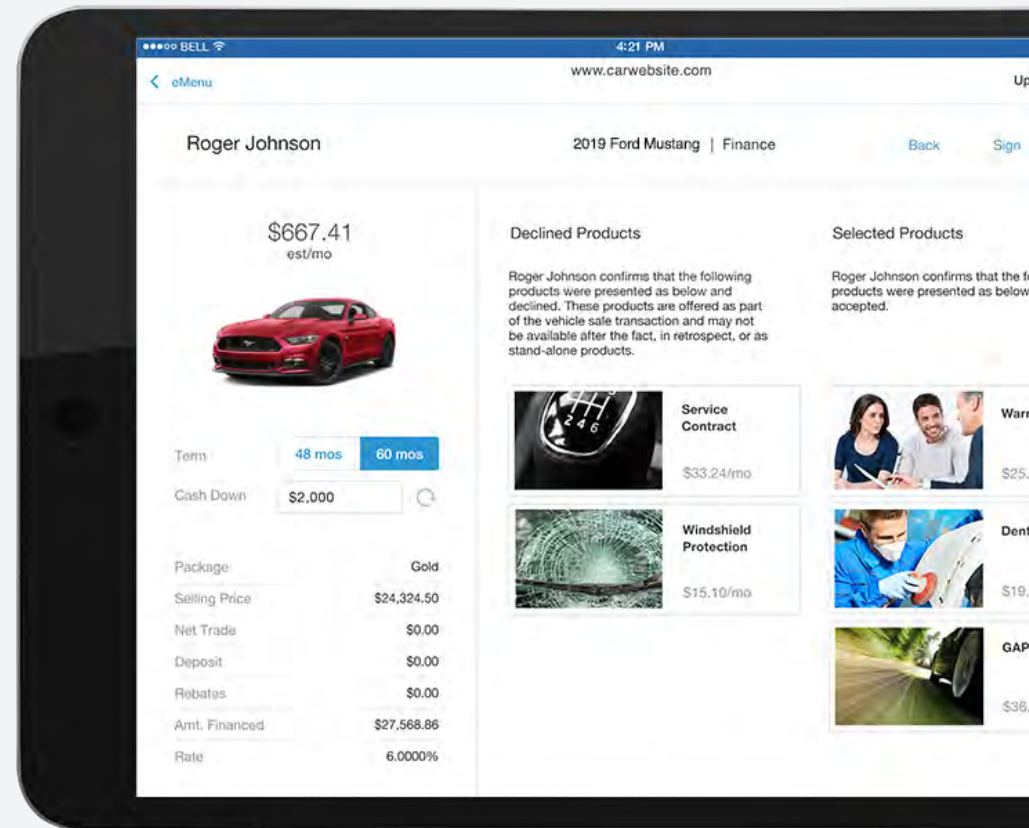
IMMEDIATE BENEFITS

3

Compliance Control

By combining eMenu for iPad® with Dealertrack's compliance solutions, Griffin feels that he is 100% protected against compliance risks. eMenu for iPad® makes it easy for his team to follow the proper steps, present the correct products, and capture electronic signatures. They also input credit information directly into the Dealertrack system, so papers with sensitive customer information are not left lying on desks. "You can't be at your store 24/7," said Griffin. "And next to that, this is the best watchdog out there."

With the help of Dealertrack eMenu for iPad®, First Choice Ford's jump to a transparent customer experience has paid off in more sales, a higher CSI and increased worker productivity.



A TRANSFORMED AFTERMARKET SELLING PROCESS.

“When we use eMenu for iPad®, we see a higher level of process efficiency and better customer engagement. It’s the best tool out there to deliver the transparency today’s customers demand.”

Shane Griffin

Owner First Choice Ford



CLEAR RESULTS



45 MIN

START TO FINISH SALES PROCESS
THAT MEETS DEMAND FOR AN EASY
STREAMLINED PROCESS



100%

COMPLIANCE RATE WITH eMENU
FOR iPad® AND DEALERTRACK
COMPLIANCE SOLUTIONS

130

NEW AND USED VEHICLES
SOLD EACH MONTH UP FROM
AN AVERAGE OF 84

40%

INCREASE IN SALES IN A MARKET
THAT HAS BEEN OFF APPROXIMATELY
10% YEAR-OVER-YEAR

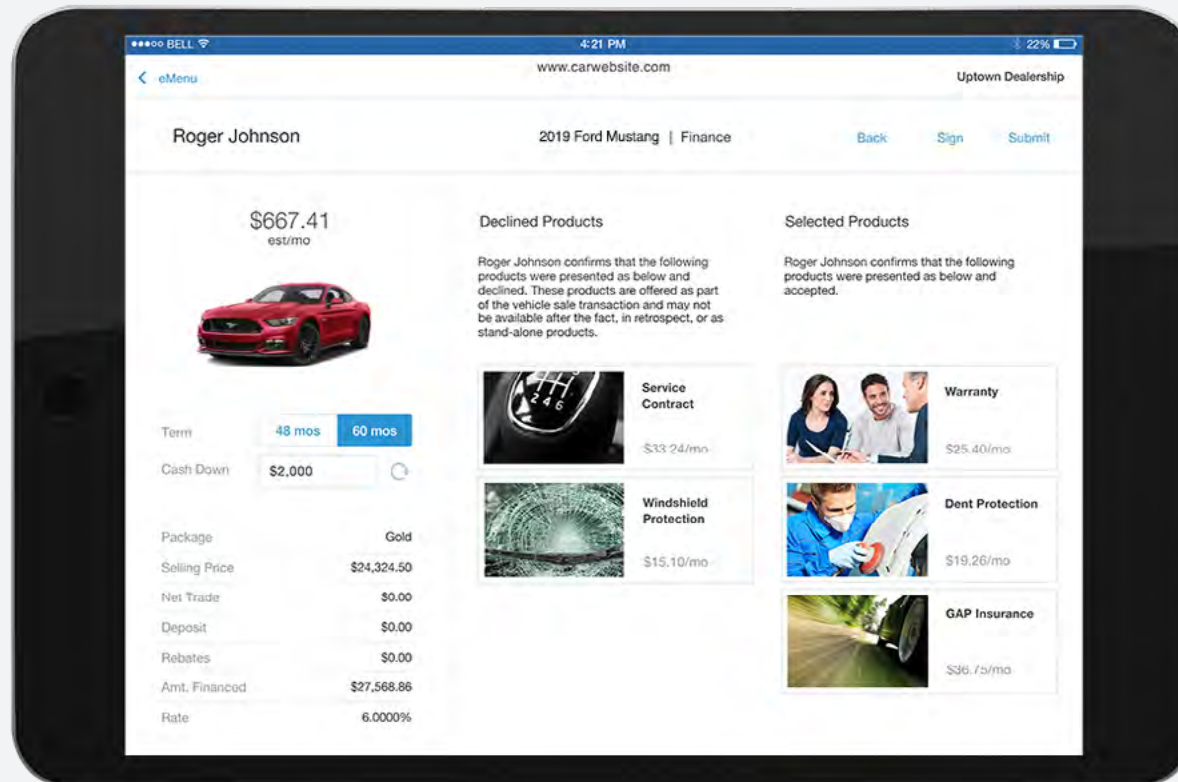
96

AVERAGE CSI SCORE UP
FROM THE HIGH
80s TO LOW 90s

A LEADING TOOL FOR A COMPETITIVE EDGE

“If you want transparency but also want to control exposure to compliance issues, eMenu for iPad is the number one way to do it.”

Shane Griffin
Owner, First Choice Ford



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.

Dealertrack, Inc.

3400 New Hyde Park Road
North Hills, New York 11040

888.518.5513
www.dealertrack.com