

DEALERTRACK AND MERCEDES-BENZ OF CORAL GABLES

How eMenu for iPad® helped deliver
a better customer experience



MERCEDES-BENZ OF CORAL GABLES INCREASES PVR UP TO 20 PERCENT USING DEALERTRACK'S EMENU FOR iPad®



Mercedes-Benz
of Coral Gables

When 75 percent of a dealership's new vehicle business is lease, you don't expect sky-high F&I sales. After all, customers aren't interested in staples like GAP and extended service contracts. Yet, Mercedes-Benz of Coral Gables bucks all assumptions. Its PVR — F&I revenue per vehicle retailed — averages over \$2,000 and it's selling more than two products per contract. Its success is attributed to a talented F&I team that engages customers with Dealertrack's eMenu for iPad.

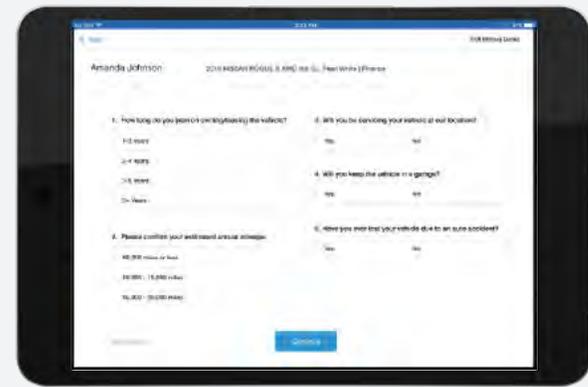
The customer is handed an iPad® to take a self-paced, interactive product tour complete with engaging presentations and professionally-produced videos of lease-friendly products like tire-and-wheel coverage. In the F&I office, the team uses real-time iPad survey data to personalize the menu presentation and capitalize on upsell opportunities. The tool also collects electronic signatures and includes pricing thresholds to help with compliance. In the first full month of using eMenu for iPad, PVR increased 16 to 20 percent with an average sale of \$2,317. CSI scores for F&I questions also went up, helping to push overall store scores to 980 from 960.

A BETTER CUSTOMER EXPERIENCE PAYS OFF IN BETTER F&I PERFORMANCE.

When Mercedes-Benz introduced the idea of using Dealertrack's eMenu for iPad for product presentations, F&I Director Scott Cooper and his team immediately wanted in. They liked the idea of an engaging presentation that customers would enjoy and that would appeal to tech-savvy Gen Y customers.

Insight that increases F&I revenue

The eMenu for iPad® delivers a level of detail and engaging video presentations that blow paper menus away. Customers can research the products that appeal to them and view professional manufacturer-produced presentations that inject credibility into the process. Survey results allow F&I Managers to highlight and upsell the right products. As Scott states, "About 60 percent of the time we look at them before the customer enters F&I so that gives us a great upsell opportunity." Now, F&I revenue is up and the team is exceeding its yearly goal of \$2,000 per contract. "No question the tool has a lot to do with our results," says Scott.

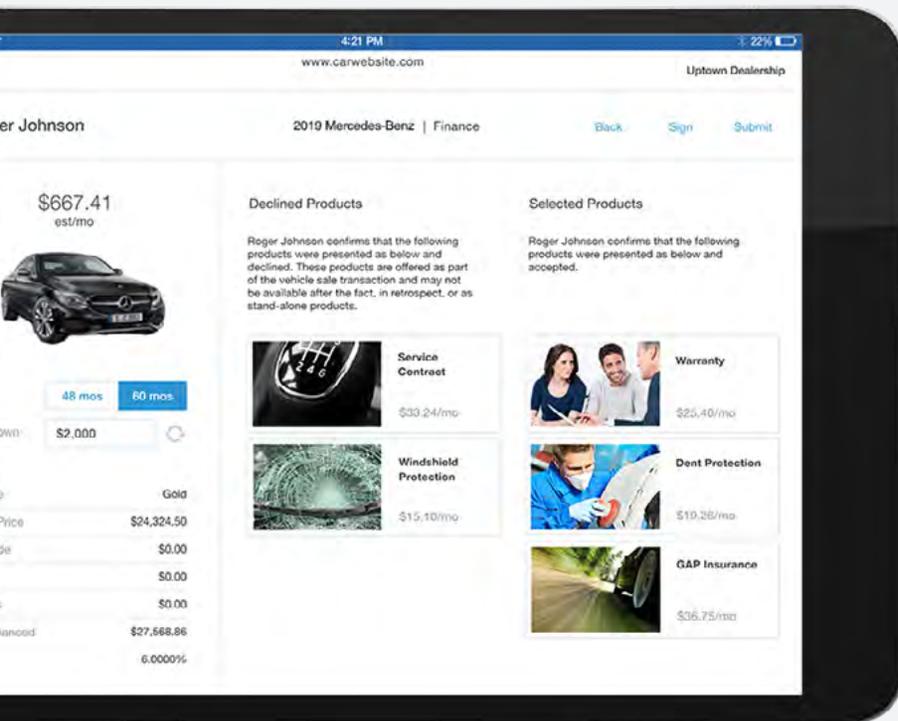


Integrated surveys provide real-time insights

"IF YOU'RE NOT USING DEALERTRACK'S eMENU FOR IPAD®, YOU SHOULD BE. IT IS WHAT THE CUSTOMER IS DEMANDING AT THIS POINT."

Scott Cooper, F&I Director Mercedes-Benz of Coral Gables

DELIVERING A PROFESSIONAL, COMPLIANT PRESENTATION



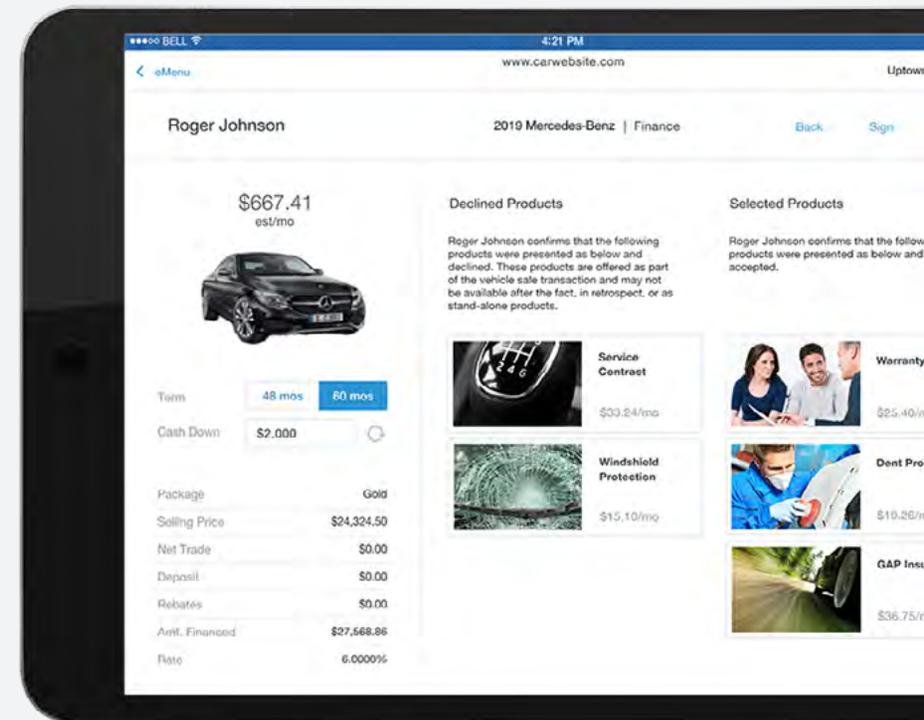
UPSELL OPPORTUNITIES ON PREVIOUSLY DECLINED PRODUCTS.

While at the salesperson's desk, the F&I team hands the customer the iPad® so they can take a self-guided tour. After 15 to 20 minutes, the customer is brought to the F&I office for the menu presentation. "We both look at the iPad and it's really professional, which is invaluable," says Scott. eMenu for iPad® also helps with compliance. It collects electronic product signatures which are stored by Dealertrack and can be retrieved at any time. It also includes pricing thresholds. "Our state regulates the pricing of about 50 percent of our products," says Scott. "The tool includes mechanisms to keep us within pricing thresholds which absolutely helps our compliance."

IMPROVING THE CUSTOMER EXPERIENCE

Instead of being anxious and impatient, Scott and his team are seeing customers enjoying and actively engaging in the F&I presentation. They attribute this to better information and the fact that the customer has more control over the process. While eMenu for iPad® is shaving 5 to 10 minutes off the process, Scott says this isn't the most important factor. "The customer's perception of the speed of the process is changing. If customers are apprehensive and nervous and want out of your office as quickly as possible, it's probably because you didn't answer their questions. They want a better experience, not necessarily a faster experience. That's what we're giving them now, and our improved CSI scores prove we're on to something."

With eMenu for iPad®, Mercedes-Benz of Coral Gables is delivering a better customer experience which is resulting in increased PVR and products sold per contract. The product is also helping the dealership's compliance. When asked if other dealerships should embrace this new technology, Scott doesn't hesitate, "For the customer experience and your performance, it is the right thing to do."



EDUCATE YOUR CUSTOMERS WITH
INTERACTIVE PRODUCT TOURS.

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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