


Dealertrack F&I   
TECHNOLOGY THAT DRIVES YOU.

# CASE STUDY: STRAUB AUTOMOTIVE GROUP

Engaging More Shoppers with Dealertrack eMenu for iPad®



# OVERVIEW

# The customer experience is top priority for Straub Automotive.



## LOCATION

West Virginia

## TYPE

Franchise Founded in 1945

## NUMBER OF STORES

4

## VEHICLES SOLD / YEAR

3,000 New and Used Vehicles

Straub Automotive realizes the impact that a superior customer experience has on their business. Their emphasis on the customer experience has paid off in high CSI scores, multiple Honda President's Awards, and two Nissan Awards of Excellence.

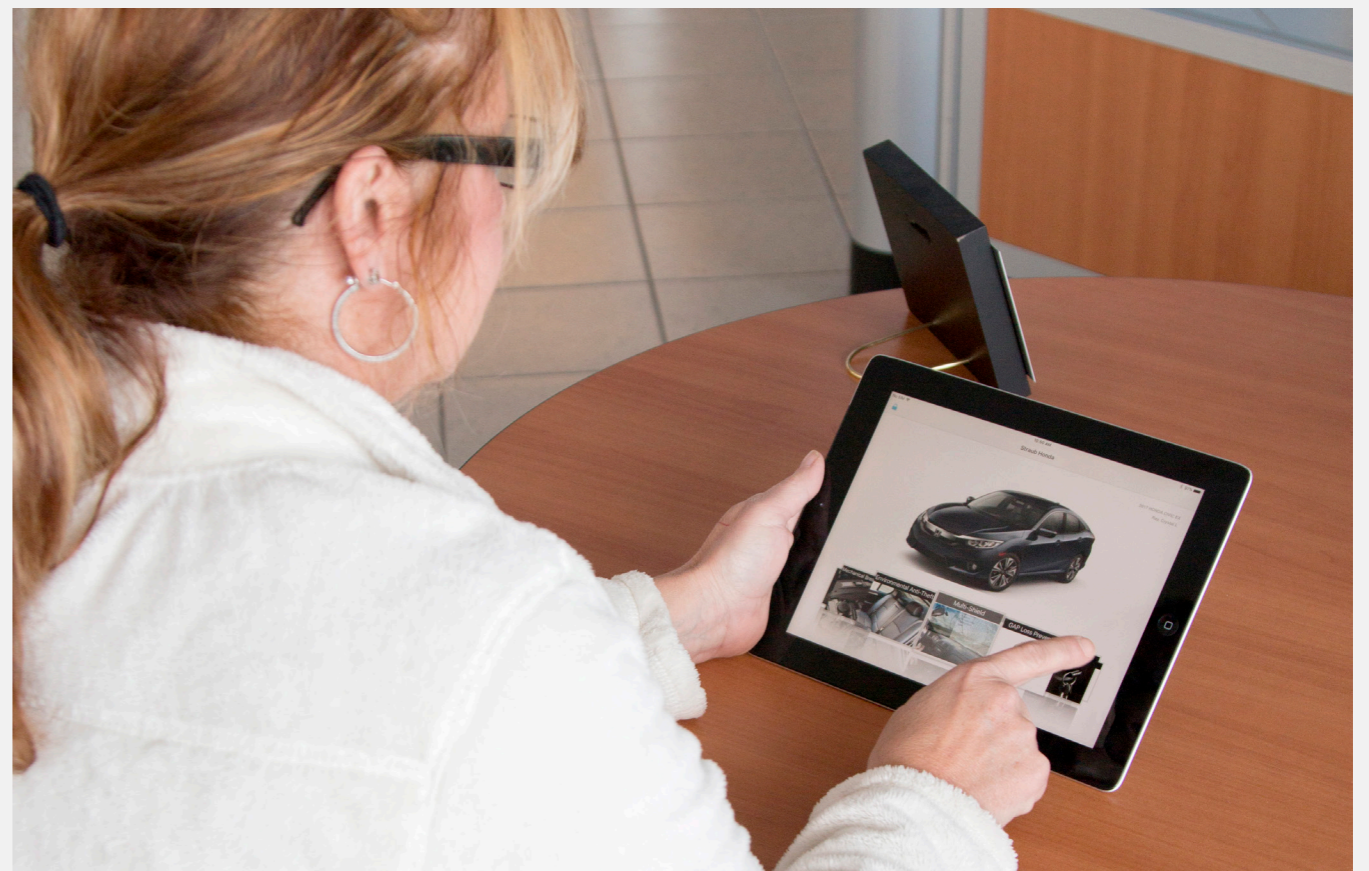
So, when the group learned that Dealertrack eMenu for iPad® could help them provide a faster F&I process for their customers while boosting engagement and increasing F&I profits, they jumped at the opportunity.

**CHALLENGE**

# Enhance their customers' F&I experience.

Straub had been using an aftermarket product presentation video that wasn't integrated with the menu presentation. As a result, the F&I team had to manually transfer preferred products to the menu.

This disconnected process—along with an inability to change menus on the fly—was slowing down the Straub group and costing them business. There had to be a better solution.

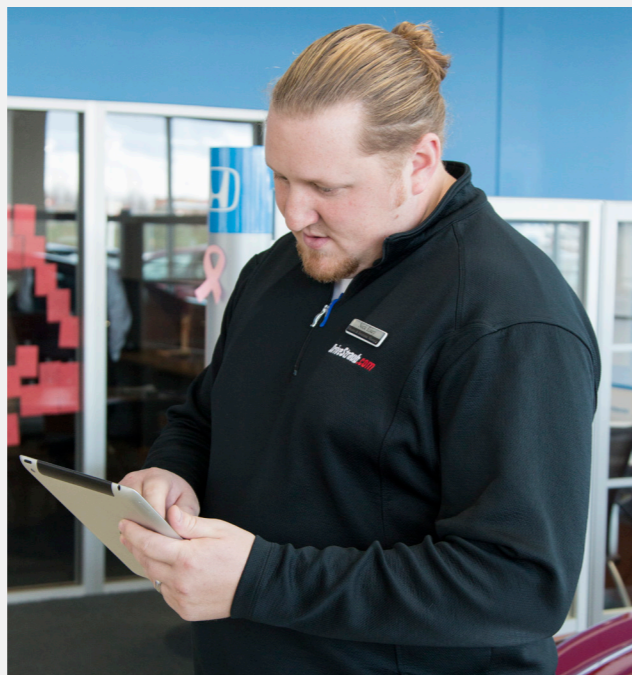


**SOLUTION**

# Creating an integrated aftermarket selling experience.

“Time kills deals.  
We wanted a more  
seamless process that  
would enhance our  
customer experience.”

Kevin Cook  
General Manager, Straub Automotive



Straub needed a solution that would make their F&I process more efficient while also providing a better experience for their customers.

With this goal in mind, Straub turned to Dealertrack's eMenu for iPad® in September 2015. Dealertrack's mobile solution gives them access to the following:

- **Product tours for customers**
- **Interactive package configurations**
- **Customer survey results**
- **Sales opportunities on declined products**

# Customer benefits: Improving the experience with a tech-driven, consultative approach.

With eMenu for iPad®, customers could take the F&I experience into their own hands. The salesperson and F&I Manager present the iPad to customers at the salesperson's desk, an environment where customers already feel comfortable. They then watch a brief tutorial, answer survey questions, and take product tours—all at their own pace.

Straub found that eMenu for iPad allowed customers to avoid high-pressure sales tactics, empowering their customers to make better decisions and improving their overall experience.

“We explain it in such a way that customers know that these are products they will be going over with the business manager. And we want the products to be familiar with them because that will save us a bunch of time and help customers make well-informed decisions.

When the customer is comfortable and understands our main objective is to share information, the process is a lot smoother and a lot more customer-friendly.”

Kevin Cook  
General Manager, Straub Automotive





“It gives customers options, and we all know options help people make decisions.”

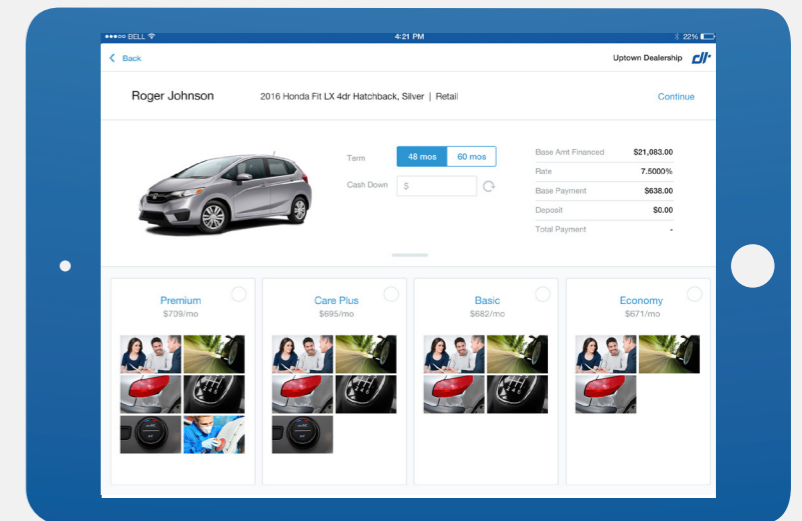
Kevin Cook  
General Manager, Straub Automotive

# Dealership benefits: Increasing sales & profits for the F&I team.

While customers are more engaged in the process, eMenu for iPad® sends real-time survey results and information to Straub, allowing them to:

- **Create specific presentations for each customer**
- **Update packages with fewer clicks**
- **Track the performance of their F&I sales operations**

With more insight into customer preferences, driving habits, and interests, Straub uncovers more selling opportunities.

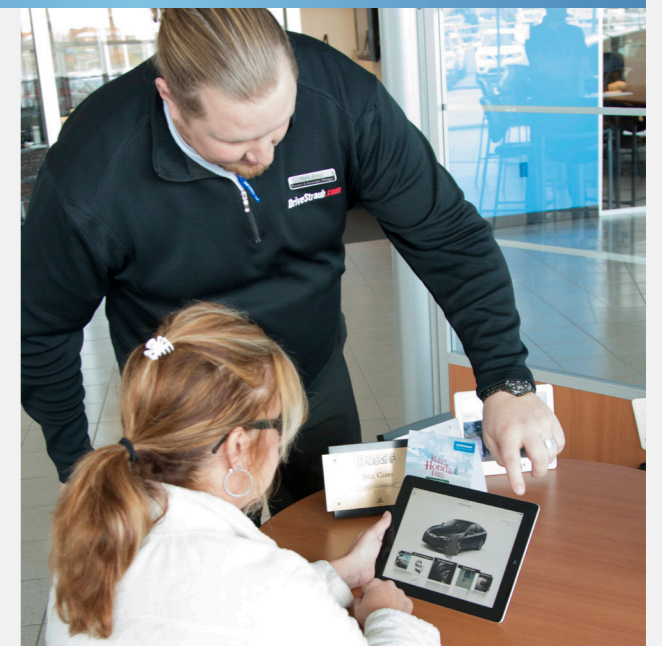


# Driving product penetration, customer engagement, and compliance.

Straub uses eMenu for iPad® 100% of the time, no exceptions. Customers are exposed to every product, increasing F&I product penetration and upsell opportunities.

As an added benefit, Straub also has extra compliance protection. eMenu for iPad records electronic signatures for a flawless audit trail.

**They now save time with a streamlined F&I process while creating a tech-driven, consultative approach that resonates with their customers.**



“You have iPad and eMenu history, so you know you won’t have any compliance issues down the road. You know for a fact that every customer has been presented every product, every time.”

Kevin Cook  
General Manager, Straub Automotive

# RESULTS

# By using eMenu for iPad<sup>®</sup> in every customer interaction, **Straub sees measurable results.\***

UP TO  
**60%**

**PRODUCT  
PENETRATION**

on gap insurance | on appearance protection packages

**\$150**

**ADDITIONAL  
PROFIT PER DEAL**

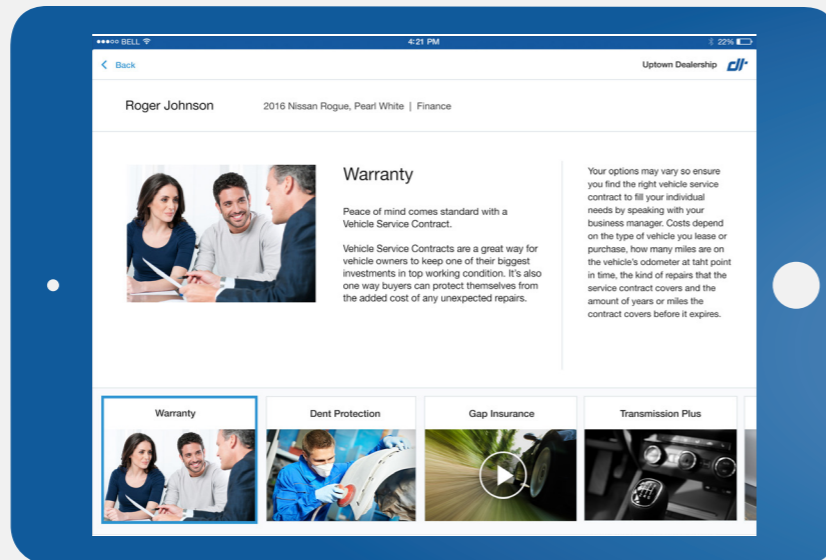
“Dealertrack technology just makes everything so simple.  
We’re trying to stay ahead of the curve, and Dealertrack is helping us do that.”

Kevin Cook  
General Manager, Straub Automotive


# Does your sales and F&I process leave you **feeling stuck?**



Your Sales and F&I process should give you the confidence to move your business forward. Accelerate your customers' path to purchase with Dealertrack eMenu for iPad®.



Call 888.706.4061 or visit [dealertrack.com/emenu](http://dealertrack.com/emenu) to learn how to get these kinds of results at your dealership.

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# Innovation through Integration

Dealertrack 

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, Sales and F&I, and Registration and Title.

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