

Dealertrack DMS and the Sisbarro Dealerships:

How forward-thinking technology and personal attention increased efficiency, visibility, and profit.



Wanted: the right technology to unlock insights and streamline dealership operations

The Sisbarro Dealerships opened in 1981 and now has six rooftops serving customers in Southern New Mexico. As a Dealertrack eContracting customer for years, the dealership knew the right technology could improve performance. This knowledge led them to take a closer look at their DMS and its shortcomings, including outdated technology, support that was impossible to get on the phone, very little visibility into performance metrics, and limited control over outside vendors. The dealership realized it was hurting their business to stick with a sub-par system when better technology was out there. It was time to seek a more forward-thinking DMS partner.

“It’s not a cookie cutter deal. Every dealership runs differently, and what Dealertrack has over the rest is that they make it work around what you do, not the way they think it should be done.”



A technology partner through thick and thin

The Sisbarro Dealerships's was seeking a true technology partner with an innovative and responsive system to streamline operations, increase efficiency, and gain visibility into day-to-day activities. Equally important, the system had to be backed-up by top-notch service and support, offer the ability to work with all of the major third-party providers, and integrate with The Sisbarro Dealerships's other Dealertrack solutions.

“We needed a partner who would really be there for us,” said The Sisbarro Dealerships Superstore General Manager Mike Tourtillott. “Someone who would pick up the phone when we call; and also give us a system that works around what we do, and not the way they think it should be done.”

With these goals in mind, The Sisbarro Dealerships implemented Dealertrack DMS. An entire implementation team came on-site for training and installation, sitting with every department making them feel 100% comfortable. Flexible technology accommodated the dealership's business processes, deep-dive capabilities gave immediate insights into operations, and the Opentrack Platform allowed the dealership to work with the outside vendors of their choice.

“One of the strongest things about Dealertrack is that when they make a change, it's ours. There's no extra charge.”



Significantly improved the net profit, 100% employee buy-in, and around-the-clock support

The night and day difference that Dealertrack offered was apparent immediately. It started with an implementation team that knew its stuff, and was on-site for as long as it took to get the system up and running. As Tourtillott said, “to have a whole team come in and stay with us until we were 100% comfortable? No one else does that. It was amazing!” The personal touch never dropped off. Today, Tourtillotte can call anytime—even after hours—and someone always picks up the phone. “Dealertrack is like our DMS Siri,” said Tourtillott. “They are always there to answer any questions and help us out.”

From an operations standpoint, every aspect of the technology made sense. Full integration streamlined processes and specifically cut down contract in transit time, the navigation was intuitive, and it was so easy to see expenses and deals and make better decisions based on that information that net profit tripled as compared to the previous year. The Sisbarro Dealerships also appreciated that Dealertrack continually brought new innovations to market and didn’t charge clients for upgrades. “With our previous provider you had to pay for any changes,” said Tourtillott. “When Dealertrack makes a change it’s ours. All I have to do is implement it.”

The open platform meant The Sisbarro Dealerships could work with more outside vendors, and the system was so easy to use it even impressed the notoriously change-averse parts department. “My parts manager was floored at how easy it was to work with,” said Tourtillott. “It’s very easy to transfer notes back and forth, very easy to take care of customers. It’s just pretty dang cool.”

100%

buy-in from every department

30-day team support and consultations prior to implementation

72-hour contracts in transit time, down from 7 to 10 days

100%

on-site support throughout the implementation process

Smart technology and personal support leads to a highly profitable dealership

While technology has advanced by leaps and bounds over the past decade, most DMS providers are stuck in the past. Not Dealertrack. By rethinking the DMS from the ground up to be as smart and intuitive as an iPhone, and pairing this advanced technology with personal attention unavailable anywhere else, The Sisbarro Dealerships streamlined processes, gained visibility, and boosted their bottom-line. Equally important, they found a true partner that is there for them through thick-and-thin.



“If you’re not with Dealertrack, it’s only because you haven’t tried it. The system and the people are phenomenal, and they actually do what they say they are going to do. You can’t get that anywhere else.”

—Mike Tourillott, General Manager, The Sisbarro Dealerships Superstore