

SUCCESS STORY

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BEST MONTH EVER!

HOW GANLEY VW TURNED THE OEM EMISSIONS CRISIS INTO THE DEALERSHIP'S BEST MONTH EVER

JEREMY EISENBERG
GENERAL MANAGER

MAJOR HARRISON III
GENERAL SALES MANAGER



“The ability to be first in market helped us turn a crisis into our best month ever!”

– Jeremy Eisenberg | General Manager | Ganley Bedford Imports

IN A NUTSHELL

Jeremy Eisenberg and Major Harrison III knew they had room to improve their phone skills. In a new partner, they found more than just help with their skills—they found a sales lead-generating machine. Ganley Bedford Imports saved 28 deals in the first month and experienced a 670 percent ROI on their first micro-campaign.

How they did it:

Improved Phone Skills

By having every phone call reviewed, deficiencies are identified and remedied. Every alert is an instant “point of error” training opportunity. The doctor, pharmacist, and physical therapist are all wrapped up into one. Diagnosis, treatment, and continuous improvement is empowered by their telephone partner.

More Deals Saved Every Month

Every phone call is reviewed and a notification of an opportunity to save deals is sent in real-time. Alerts are sent to first responders as an interactive text alert, with the summary of the call, a click-to-call the customer, and a results section for instant updates.

Actionable Programs Lead to More Sales Opportunities

Ganley Bedford Imports was able to have a micro-campaign started the same Saturday Volkswagen announced a new program. This provided them a huge advantage over other area dealers that didn't have the ability to be proactive and move so quickly. Before the other dealers had lifted a finger to reach customers with this new information, Ganley had reached out to all the most relevant customers.

Increased ROI

The ROI on their first micro-campaign was 670 percent. The first equity owner loyalty campaign brought 131 buyers through the doors with no work on the sales team's part. The sales team delivered 63 of them for an ROI of 1,155 percent. This is the most cost effective marketing program Ganley is utilizing today. Ganley will continue to utilize micro-campaigns for years to come.

Simple and Intuitive

The Ganley team got on board quickly. Launching the micro-campaign required less than 20 minutes of Jeremy's time. The complete integration with their CRM means every customer record is correct with all the necessary information needed to make the deal.

Q: What did you like most about the method in which the appointments and leads were delivered to your team?

MAJOR HARRISON III:

Well, let's begin with the timeliness. Custom email notifications arrive immediately with complete customer information. The emails contain full customer contact information, a full vehicle description, a detailed summary of the phone conversation and customer expectations for next steps. Our sales team was able to seamlessly respond to these buyers immediately with the information they needed to set an appointment to take delivery. The system has full integration of firming scripts in the email notifications to ensure my managers successfully converted opportunities into customers on the showroom floor. Even more, there is a complete integration with the CRM and every lead is entered in the correct customer record, providing easy and accurate campaign ROI reporting.

Q: What was your first reaction to the alerts you received as the team of live transcription agents began to summarize your team's inbound calls?

MH III:

We started receiving real-time sales opportunities on the very first day. We were able to react to and respond to customers' needs ASAP. The exceptional skill of the CallRevu team was immediately apparent. Their processes fit seamlessly with ours and we started saving deals on day one. I was unaware how badly we needed help until CallRevu opened my eyes to the problem. Now we don't miss deals. We saved 28 deals in the first month and we are never looking back.

Q: What are some of the changes you made in your store as you began to see what was happening on the phones?

MH III:

It was immediately apparent that we needed to really focus on training our employees with the skills they need to be successful on the phone. This is not just a salesperson issue. CallRevu also helped our receptionists improve their skills. They stressed importance of a live answer on every call and minimum voicemail. We knew we had room to improve, but working with the customers on the phone and on the lot always took precedent over process improvement and training. We needed a partner like that to help see

“Major and his team were able to save 28 deals the first month.”

our deficiencies and provide guidance and training to overcome them.

Q: What can you tell us about the training and support offered?

MH III:

Well, I can tell you we needed more than a Xeroxed book of tired scripts to set on our peoples' desks. CallRevu gathers great info, but the best part is that they analyze it and provide me feedback about what they are observing, what they think is driving it, and then their recommended corrective measures. They use Webinars and LMS, in addition to emails and phone calls. Most importantly is the speed of their feedback. Every alert is an instant "point of error" training opportunity, and, believe me, they use them. The feedback from the account manager is thorough and thoughtful. They are like the doctor, pharmacist, and physical therapist all in one. They diagnose, treat, and continue to work on improvement with our entire team. Often, any time a dealership employs a new system or technology, the support becomes an issue. Not this time. They respond immediately to any questions we might have. Their system is so simple and intuitive that our team took to it quickly. They really handle everything. We

RESULTS

TOTAL APPTS SET	265	13.8%
TOTAL MANAGER CONFIRMATIONS	202	76.2%
TOTAL APPT SHOWS	131	49.4%
TOTAL DEALS CLOSED	63	48%
TOTAL CALLS MADE	7125	
TOTAL CONTACTS DIALED	4053	
DAILY APPT SET TOTALS	18 AVG	
CAMPAIGN COST	\$8,000	
TOTAL GROSS GENERATED	\$92,421	
ROI	1155%	

just have to sell cars and we are selling more thanks to our new partner.

Jeremy Eisenberg, General Manager at Ganley Bedford Imports was so pleased with the phone management services his team was receiving from CallRevu, he elected to launch a custom campaign using CallRevu's call center for outbound phone calls. CallRevu's outbound service utilizes certified call center reps to make phone calls that dealerships can't or don't have the time to do. Employing custom scripts, to ultimately improve connectivity and drive more traffic to showrooms, CallRevu's campaigns are flexible and specific to each dealership. It literally took 20 minutes of his time to provide a list of contacts and CallRevu did the rest. Volkswagen came out with a new program on a Saturday and phone calls started going out the same day. The first call campaign resulted in an ROI of 670 percent over the course of 30 days and the Ganley team was eager to start another one immediately.

Q: Tell us a little bit about what prompted you to add outbound equity calls?

JEREMY EISENBERG:

We were already experiencing incredible success with the help on our phone calls and saving deals. When they asked me to

“265 appointments set, 49% of them showed and 63 vehicles delivered.”

give outbound equity calls a try, I thought “Why not?” That was a great decision. Compared to traditional marketing of any source, the outbound calls have by far the greatest ROI. We did an owner loyalty campaign and delivered 63 vehicles with an ROI of 1,155 percent.

Q: How much time and dealership resources did it take to set up and complete the outbound equity campaign with the call center?

JE:
We completed a quick electronic enrollment form and they handled the entire campaign from start to finish. It literally took 20 minutes of my time to provide a list. We were able to have phone calls go out the same day a new Volkswagen program was announced. This really provided a great advantage for us in our market over other dealers that cannot react as quickly. The straightforward low price made it easy to estimate and control our investment in the campaign. They set 265 appointments and 49 percent of them showed. We delivered 63 vehicles. We had an ROI of 1,155 percent on our second campaign and I knew right away that this was a game changer for our dealership and planned to continue and do more ongoing campaigns. There really is no need for an expensive equity mining solution. CallRevu was able to apply intelligent data filters refined during more than 300,000 calls to our existing DMS data to accurately target the customers most likely to be both reached by phone and appointed. They really make it easy to sell more cars now.

Q: How would you rate the quality of the appointments/leads that were received?

JE:
In one word: strong. These are strong sales opportunities and we converted them into deliveries at a pace that was incredible. Every appointment and lead is listened to by the quality assurance team before they are entered in our CRM and delivered to my team for action. Once our team experienced the quality of the sales opportunities, they got fired up. Who doesn't want to work with qualified motivated buyers? It really injected a dose of excitement into our dealership. These customers were appreciative of the dealership calling to make them

aware of the opportunity to upgrade their vehicle with extremely favorable terms. The firming process is simple and leads to appointment shows and deliveries. The proof is in the ROI—670 percent. Need I say any more? I am sold on these campaigns and plan to continue using them for years to come.

GAME CHANGERS

A WHOLE NEW LEVEL OF CONNECTION WITH CUSTOMERS

The phone calls were more impactful than we expected. They used one-to-one customer information to improve connectivity and drove tons of traffic to our showroom. Not to mention that all of our telephone lines are now text-enabled. This allows for a whole new level of connection with our customers.

ROI THAT'S OFF THE MAP

Our ROI on our first two campaigns was off the map. If they had said that the ROI would be 670 percent on the first and 1,155 percent on the second, we wouldn't have believed it. The stats are in and we are amazed. This truly is a game changer for our dealership.

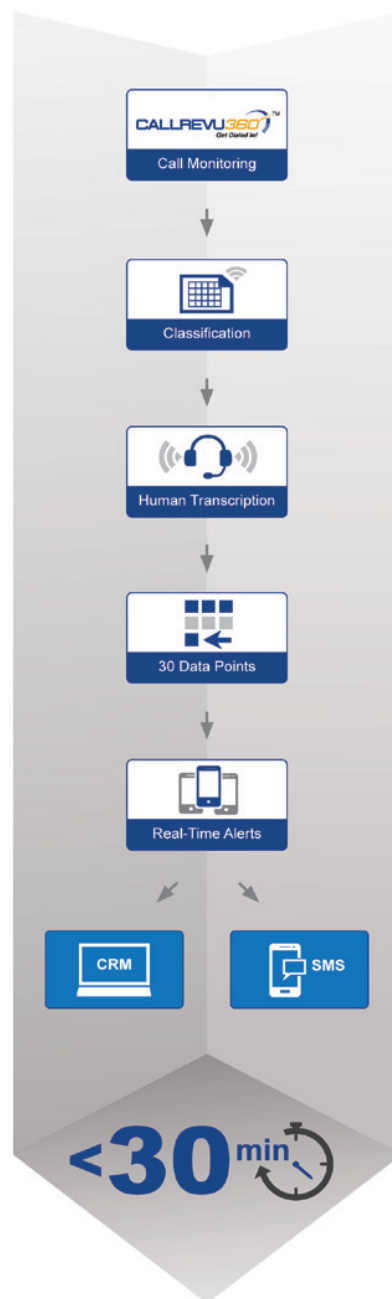
UNIQUE SCRIPTS THAT DELIVER MORE UNITS

With scripts that customers are not accustomed to hearing, our ROI is through the roof. For example: “Jeremy's VIP upgrade offer, combined with up to \$5000 in savings, makes you and your family members excellent vehicle exchange candidates! We currently have free vehicle evaluation time slots for your vehicle available today and tomorrow. Would a morning or afternoon work better for you?” We have had a consistent stream of buyers arriving for their appointments ever since we started the program. This program is absolutely our ROI MVP.

SILVER BULLET

In our industry many try to sell dealers on a silver bullet that will sell more cars than they have ever imagined. All of us have chased this dream only to be let down at least a few times. Although silver bullets rarely produce, we feel that we may have truly captured magic in a bottle this time. Before I saw the results, I would have tossed someone out of the dealership who claimed they could produce an ROI of 1,155 percent. But now I can say I am a believer. This system produces.

PHONE MANAGEMENT METHODOLOGY



To learn more about Ganley Bedford Imports and the strategies outlined in this article, email:

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