

CallRevu Dealer Partner Spotlight

SUCCESS STORY



Improving the Customer's Experience

The Steve Germain Automotive Group has made its number one strategy for growth a very focused one.



The fail-proof strategy that makes the SGAG the undisputed leader in delivering the ultimate customer experience.

The Steve Germain Automotive Group has made its number one strategy for growth a very focused one: ***Improving the customer's experience.***

Four years ago, the Steve Germain Automotive Group found it produced inconsistent results in serving their customers on the number one touch point for their customers... The phone. Using dated call monitoring and tracking systems that didn't provide accurate, real-time results created a huge challenge. This challenge prevented the vision needed to improve and delayed managers in responding, making it too late to repair time-sensitive customer relationships, in addition,

because many of Germain's 12 stores didn't track or record calls, uncovering a problem that isn't obvious was hard to solve.

So much of what happens before the showroom happens on the phone. New company initiatives propelled Germain to find solutions to what they didn't know, which was how many missed opportunities existed in their dealership.



Speaking with Jessica Germain "Success breeds success"

Jessica Germain is a fourth-generation automotive leader and is passionate about delivering the highest quality of customer service, both to her employees and her customers. Her winning strategy is growing profits by generating more sales opportunities, from happier customers, with the same or even smaller advertising budget.

"40% of calls that came into our dealership didn't reach the person or department that they were intended for because of broken processes or mishandled calls. Of the 100,000 customers, this is 40,000 missed opportunities to provide a great experience. Instead, those customers were unaccounted for."

Truth be told, there is a high turnover in the car business and often good people mishandle things. To plug this problem, the Germain Group shifted their strategy to focus on the ultimate customer experience, and even went so far as opening the Director of Customer Experience Position.

Our philosophy is that if we find ways to **better engage employees**, then their engagement **will sell more customers**.

"With vehicles being commoditized, our greatest area of opportunity is delivering the best customer experience that we possibly can. Success breeds success."



Dan Poli
Germain Cadillac Sales

CADILLAC MARK OF EXCELLENCE

- Achieves at, or above, national requirements for customer satisfaction.



Melody Markham
Customer Relations Online Reputation

OPPORTUNITIES SPECIALIST

- Works with customers in the showroom or online to find out where Germain has opportunities to improve.
- Manages online reputation and responds to most of the reviews and comments online - good or bad.



Ray Slagle
Delivery Specialist,
Honda of Dublin

CONSISTENT, POSITIVE FEEDBACK

- Takes the time to explain and set up features of new vehicles to anyone interested
- Spends anywhere from 20 minutes to 2 hours going over Bluetooth, lock settings, maintenance minder, etc.
- Great with customers and receives consistently positive feedback.



Don Meyncke
New Car Sales Manager,
Cadillac of Easton

CADILLAC MARK OF EXCELLENCE

- Achieves at, or above, national requirements for customer satisfaction
- Don is a genuine guy who always has a smile on his face for his customers

ACCORDING TO A RECENT STUDY THAT MONITORED OVER TWO MILLION SALES AND SERVICE CALLS,

50% OF SALES CALLS THAT DO CONNECT END WITHOUT BEING ASKED FOR AN APPOINTMENT OR CONTACT INFORMATION.

Sadly, most managers are completely unaware of what's happening.

Germain has implemented a strategy that uses data, intelligence, and automation to get the most out of their calls. It works by leveraging fail-safe technology that captures customer data, automatically adds information into the CRM, as well as transcribes and categorizes every single call.

THE FAIL-SAFE STRATEGY

Communication is how we build relationships and learning about a problem doesn't fix it. A large number of calls never reach the person they're intended for, and new technology allows dealers to track, manage and monitor all calls into the dealership, so that when the below human errors occur on the phone, a safety net prevents customer relationships from falling apart.

MISHANDLED CALLS

When a call is missed or mishandled at Germain, an alert is automatically sent to first responders and managers within minutes or less, so that the customer relationship can be saved before the dealership loses their business.

"This allows us to make accurate decisions about whether or not we need more training. Before, we didn't know how to address this because we had no visibility of how our calls were being handled," said Germain, "within moments of hanging up the phone, I have a transcribed call sent to my phone. The sooner we can get to customers, the better their experience is, because tomorrow is already gone."

HANGING UP BEFORE LEAVING A VOICEMAIL

Dealers cannot predict human behavior, but they can anticipate it. While voicemail is an effective medium for customers to record their information, they often feel like

it resembles a black hole. Many customers hang up during the transfer or before they begin to record their message. Germain's phone technology tracks and captures these calls so that hurried customers are still followed up with.

FAILURE TO FOLLOW UP

CallRevu's alert report includes the status of your alerts, summaries and recordings of the calls, with built in click-to-call options to call the customer back if it hasn't already been done, plus it has the details you need to be prepared to answer their questions. You'll leave no caller unanswered in the hustle of the day's operations.

COLLECTING INACCURATE OR MISPELLED INFORMATION

Minimizing the possibility of human error drives efficiency through the Germain organization. When a sales team member forgets to collect contact information, or contact information is inaccurate, it's automatically added or corrected through the call management program.



DAILY CALL MANAGEMENT

"Missing or inaccurate data is not acceptable. Because we are resilient with our program, we convert 56% of our opportunities into sales," said John Malishenko, Chief Operating Officer for Germain. "Having the ability to keep our opportunities from falling through the cracks means higher conversion rates."

Through advanced categorization, call data is sorted by profit centers (Sales, Parts, Service, F&I, Admin, etc.), and can be accessed at any time from a real-time dashboard.

"My favorite part about this program is that it enables us to drill down through a user-friendly dashboard. I can look at all 12 stores and have a pulse on how our customers are being treated," said Germain. "A word cloud is created that tracks the most used words on a group of calls, and employees can search for anything that might have been said on the phone using this system."

Dealership management is certainly not the only benefactor of this strategy. Employees can also login to the system and view statistics such as how many times they asked for customer information, and how many times they've called customers, allowing them to self-manage and track their own successes.

"We're getting double the appointments since we began this process," said Germain. "Awareness does amazing things. Not only do we now know where our problems are, we're also doing what it takes to correct them."

POST-PURCHASE CALL MANAGEMENT

Dealerships receive just as many calls post-sale as they do pre-sale. The subjects of these calls are usually voiced as, "My registration expired," or, "A payment is due on the car I traded," or, "Where are my tags?" A common mistake that dealers make is routing these calls to the administrative office, where customer service lags. A best practice is to have the profit center handle these calls so that the customer doesn't receive inconsistent treatment. Doing so will reduce the risk of receiving a bad CSI survey.

"We're not perfect—this is a fail-safe so that our customers don't suffer when we experience human error," said Germain."

Germain Auto Group certainly has the advantage in their marketplace. They are #4 in Ward's Auto eDealer List in 2013, and #75 on Ward's 2013 Mega Dealer Top 100 List. Germain Honda of Dublin, a flagship store, is the number 50 Honda store nationally, number 5 in their zone for and number 3 in their District for 2013. In 2013, the group sold 19,000 new and used vehicles and was listed as number 63 on Automotive News's Top 100 Pre-Owned Dealers in 2012 with 7,656 pre-owned sales.

"There is a distinct dividing line between those having successes and those not. The lower half of our organization is a key driver of our performance, and we need to give them the tools they need to succeed."

TAKEAWAYS *In a nutshell, for Germain:*



Increased visibility on the customer call journey by receiving real time reporting on every phone call and what happened to it.

Increased opportunities by sending actionable alerts to first responders when opportunities have been missed or mishandled, within minutes.

Increased number of leads, and by connecting them to 24 data points, allowing CRM systems to properly process them and perform follow up.

Using a company like CallRevu to track, manage and monitor all calls into the dealership, so that when a human error occurs on the phone, a safety net prevents customer relationships from falling apart.



GermainCars

CALLREVVU