

## Better Information to Drive More Sales

### Premier Toyota

#### ADP w.e.b.CRM is Used Throughout The Dealership By All Departments Including Service, Parts and Finance

##### DEALERSHIP AREA

Front Office  
Sales and Service

##### ISSUES

Front-End Sales  
Prospect and Customer  
Follow-up  
Marketing Effectiveness

#### What are the biggest challenges facing your dealership(s) today and how can w.e.b.CRM help address those challenges?

Our biggest challenge is getting accurate data entry so that we can utilize it to our best ability. Because of w.e.b.CRM's Reverse Phone Look-up and Data Fresh we have accurate contact information.

#### Why did you decide to buy ADP's w.e.b.CRM?

We wanted everything in our dealership to be ADP. We also we felt the integration would be a lot smoother.

#### Can you comment on how the product and service has evolved since its installation in your dealership(s)?

It has come a long way. In the beginning we had only the sales people utilizing the system. Now we have sales managers, service, finance, customer relations, parts, and even the owner using the system. It is a good communication tool and it also helps with accountability. We now see our weak points in all areas and are able to improve.

#### What advice would you give to other single point (or multi-point dealerships) preparing to launch the webCRM solution?

Make sure that you have more than one person learn w.e.b.CRM (product champion). Make sure you have a Process Champion who knows all the processes, but will also enforce the importance of the product.

#### Could you share some improved sales/service results and reductions of advertising or additional expenses that your group has experienced since installing w.e.b.CRM?

- We have had many improvements in several areas including savings in advertising dollars by sending email campaigns. This is free advertising that gets good return.
- By having our follow-ups for all departments scheduled through w.e.b.CRM, we can keep track of who we are contacting and who we are not. With this system no customers slip through the cracks.
- Our staff now has notes and feedback from all departments so we can now look at the customer's profile and know everything that was done with that customer.
- w.e.b.CRM also provides detailed reports. By keeping these reports on road to sale, write-ups, demos, sold, lead counts, iLead responses, etc. we have improved on our weaknesses.
- We track our objectives vs. where we are at for the month.
- We are also now using numbers to help us discover areas of improvement.

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