

Proactive Follow Up – Increased Efficiency

Ragsdale Motor

“w.e.b.CRM has Reduced Print Ad Budget and Increased ROI”

DEALERSHIP AREA

Front Office
Sales and Service

ISSUES

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

**Kim Kennedy is
the Chief
Operating Officer
with Ragsdale
Motor in
Spencer, MA.**

To find out more about
w.e.b.CRM please
contact us at (888)
424-6342 or visit us at
DealerSuite.com.

How has ADP’s w.e.b.CRM helped you face industry challenges?

“w.e.b.CRM allows us to manage controllable challenges such as retaining our current customer base, recapturing those customers we’ve lost over time, and reaching out to new customers by utilizing its features to initiate and maintain superb communication between our dealership personnel and our client base.”

What has happened to your advertising budget since installing w.e.b.CRM?

“We have reduced our print ad budget by \$10,000 a month in each store, and replaced it (at a fraction of that cost) with much more effective, targeted campaigns via the Campaign Manager tool.”

What ROI do you get using the Campaign Manager module of w.e.b.CRM?

“Most of our w.e.b.CRM campaigns have a much larger ROI than our print advertisements. A print ad might get us one or two deals, but most campaigns get us 4 to 10 deals.”

What types of campaigns have been the most successful for you?

“Our best campaigns have been:

- Contacting customers whose loan payoffs are coming due
- Contacting customers in older models of a current models that have big rebates
- Private offers to our ‘preferred sales and service customers
- Customers who haven’t been in for regular maintenance with some enticing offer
- Service recalls

The applications seem limitless.”

Has w.e.b.CRM changed the way you do business?

“Yes. We are far more proactive now. We use w.e.b.CRM to marry our current inventory (vehicles, parts, technicians’ time, etc.) with people in our database who are most likely to purchase said inventory. We don’t wait for our other advertising strategies to work.”