

## Hank Graff Automotive

### Chris Graff, General Manager

#### DEALERSHIP AREA

Front Office  
Sales and Service

#### ISSUES

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

**Chris Graff, General  
Manager with Hank  
Graff Automotive in  
Michigan.**

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

### **w.e.b.CRM has helped Hank Graff to build stronger relationships with their customers.**

#### **What are the biggest challenges facing your dealership's today and how can webCRM help address those challenges?**

"The biggest challenge we face today is understanding customer. So managing what you have is *more* critical today than it's ever been. w.e.b.CRM is a good tool, perhaps a great tool based on how you use it, when it comes to getting your arms around the customer and holding into them."

#### **Why did you decide to buy ADP's webCRM?**

"I like the integration with the phone system. Frankly, some of the phone savings that we were able to enjoy helped us justify the costs of w.e.b.CRM. So as a package, it was competitively priced. I like the points of connectivity which gives us a lot that ways we can manage the information."

#### **Has webCRM changed the way you do business?**

"It has. We made some ADP changes as soon as w.e.b.CRM was installed. Our process of how we run the deal was changed immediately. Where some of the other computer related changes we have made in the past have been very tumultuous, this went quite well. A lot of our salespeople have the information at their fingertips. They can see how using it as a tool for them helps them manage their customer base and subsequently sell more vehicles."

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

"Be your own dealership. We are a group of dealerships but we operate better if we act individually. The w.e.b.CRM system certainly has the flexibility to handle multiple styles of operation. "

#### **Has the change been worth the gain?**

I think it has. It was certainty worth it. The thing that helped the managers early on was Campaign Manager. They can see the financial success using that tool. At least to be able to put a pull head list together and have it in two minutes where our normal source is going to take a day and a half to give you a list, you know that's pretty nice. It's easy to see the value in that.