

# DRIVER'S VILLAGE AUTOMOTIVE GROUP

From search to sold with integrated  
solutions from Cox Automotive.





# SLAMMING THE BRAKES ON INEFFICIENCY

Automotive group Driver's Village is no stranger to innovative thinking. It is the only dealer group in New York with a 90-acre mega-center that houses 15 franchises, along with stores for used cars, service, and accessories. This efficient and unique set-up helps the group sell over 9,000 new and used vehicles a year. When the Internet boom led customers to expect a faster and easier online to in-store process, Driver's Village turned to Cox Automotive, the most innovative partner it had, for help transforming along with the market. The group didn't see the point in working with multiple vendors, or spending money to try and make disparate solutions work together, when it could partner with one provider that offered an integrated set of proven products designed to work seamlessly together.

# TYING PRODUCTS TOGETHER TO WIN MARKET SHARE

Driver's Village didn't shy away from changing market dynamics. It had been remodeling its digital house for years to meet the demands of today's Internet-savvy customers who expect more transparency and a faster purchase process. A big part of that remodel was implementing solutions that simply work together so employees could do more in less time and give customers a better overall experience.

Over time, Driver's Village integrated solutions with its Dealertrack DMS, including Dealertrack Salesmaker, eContracting, Compliance, Dealer.com website with integrated Digital Retailing tools, vAuto, and VinSolutions Connect CRM. With virtually every Cox Automotive retail solution in its arsenal, Driver's Village created an efficient online to in-store strategy that helped meet customer expectations, sell more, and dramatically cut vehicle delivery time.

**“COX AUTOMOTIVE HAS COMPILED THE BEST PRODUCTS IN THE INDUSTRY. THEIR TEAMS ARE MADE UP OF INNOVATIVE PEOPLE THAT ARE EXPERTS AT WHAT THEY DO, AND PUTTING ALL THE PRODUCTS TOGETHER MAKES IT WORLD CLASS AND GIVES US A COMPETITIVE EDGE.”**

Lou Bregou, Director of Operations, Driver's Village



# CONNECTING RETAIL FOR A SEAMLESS CUSTOMER EXPERIENCE

Driver's Village was able to easily link its Digital Retailing tools with its in-store Sales and F&I process to create an efficient path-to-purchase that helped convert more website shoppers into in-store buyers. Customers appreciated how easy the online tools were to use, and the fact that all the details were pushed to Sales and F&I associates so they never had to rehash details at the store. As Driver's Village CIO Firas Makhoul points out, "It definitely saves customers' time." The process also ensured that when the customer walked in the store they were transferred properly and could start the F&I process in record time.



**"WE HAVE A CHANGING ENVIRONMENT AND THE COX AUTOMOTIVE BRANDS ARE LEADING THE WAY WITH TECHNOLOGY SOLUTIONS. THEY ARE ON THE FRONT EDGE OF THIS EVOLUTION."**

Lou Bregou, Director of Operations, Driver's Village



# INTEGRATING SOLUTIONS FOR EFFICIENT WORKFLOWS

The Driver's Village integrated approach resulted in more efficient workflows because all of the solutions worked seamlessly together. They eliminated time-wasting activities like double-data entry and multiple log-ins. Most importantly, integrated solutions helped cut down the vehicle delivery time – a key concern among participants in its focus groups.

“Focus groups tell us that it takes too long at the dealership,” says Makhlof. “When we tie products together we trim some of the fat, and that’s helped us achieve our 55-minute goal for deliveries.”

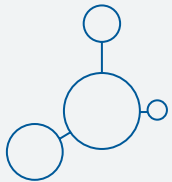
By significantly reducing the time customers have to be at the dealership, Driver's Village scored a big win that bodes well for repeat business.

# DRIVER'S VILLAGE RESULTS

Tying products together helped Driver's Village connect online and in-store strategies for more leads, more sales, and a fast vehicle delivery time.

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## CIO Firas Makhoul also had this to say about specific products:



"The **Dealertrack DMS** is gospel. We take what it says to the bank. Open integration via their Opentrack platform has allowed us to tie directly to vendors, and give them the data they need whenever we want."



"**Salesmaker** is hands-down the best desking tool out there with the most accurate rates, residuals, and rebates, and the flexibility to look at other banks so you can maximize your profit."



"Our accounting team loves **Dealertrack eContracting** because errors have gone down to zero and contracts-in-transit are really non-existent."



"**Dealertrack Compliance** works in the background and has been a saving grace for us. The out-of-wallet questions have helped us divert ID theft a few times."

The information in the above case study is based on the results reported by Driver's Village. Your results may vary.

# INNOVATION THROUGH INTEGRATION

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

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