

CRESTMONT HAS A SMOOTH DMS TRANSITION WITH DEALERTRACK

Crestmont Cadillac and Hyundai has been serving Northeast Ohio as a family-run dealership for more than 30 years. Crestmont is the leading Cadillac dealer in Ohio. Both stores take pride in their commitment to service and devotion to customers, selling approximately 300 cars per month. So, it came as a surprise when Crestmont's DMS provider of 35 years sent the dealership an abrupt notice of cancelation, leaving the company looking for a new provider. And, after using the same DMS for so long, Crestmont worried about the problems that might arise during the data conversion process.

On top of concerns about data transfer, Crestmont wanted a DMS that could keep up with its forward-thinking business goals and adapt to face the challenges of a fast-changing industry. Ownership also worried about employees' morale and their ability to learn a new system in such a short amount of time. In evaluating several different DMS options, Crestmont was careful to consider quality of product, pricing, and the outlook of a potential partnership with its new provider. And, Dealertrack DMS checked every box on the list.

Dealertrack trainers spent five weeks working with Crestmont to ensure that every employee was comfortable with the new system. The data transfer was easy and smooth, and employees appreciated being able to use an intuitive, point-and-click DMS that's easy to navigate. Since making the switch, Crestmont has been more than satisfied with its decision to partner with Dealertrack DMS. The anxieties of moving on from its previous provider are a distant memory. And, Crestmont is excited about the prospect of moving forward with a DMS provider that's committed to evolving with the industry.

"If someone was looking to make a switch, I would tell them... look at more than just the switching anxiety, because you can work through that. You can have a great partnership with Dealertrack to help get you where you need to go. It is hard, but I don't think it's as scary as it may seem like it could be."

—Andrea Park Zadd, Project Manager
Crestmont Cadillac and Hyundai



Challenges:

- Crestmont had to find a new DMS in a short amount of time.
- Ownership worried about employee morale and data loss during the transfer process.
- Crestmont wanted a new provider that could adapt with a changing industry.

Solutions:

- The continuous evolution of Dealertrack DMS along with their commitment to working together made choosing them as a partner an easy decision.
- Dealertrack spent five weeks with the Crestmont team to ensure a smooth transition.
- Dealertrack shares Crestmont's view of the importance of technology in an evolving industry.

Results:

- The DMS conversion process was smooth with no loss of data.
- Crestmont has confidence in Dealertrack as a partner and DMS provider.
- Employees are happier with a DMS that's intuitive and easy to use.

For more information, visit Dealertrack.com/DMS.