

HERITAGE FORD FINDS A SIMPLE DMS TO ENSURE CUSTOMER-FOCUSED WORKFLOW

Heritage Ford, a family-owned dealership in southern Indiana, stresses the importance of communication and teamwork in its daily operations. The dealership has implemented several Cox Automotive products to align people, processes, and products in order to provide value to its customers. With best-in-class industry tools, the dealership has gained valuable insights from its data to maintain success in a changing and increasingly-competitive marketplace.

As its foundational tool, Dealertrack DMS has allowed Heritage to manage the complexity and risk of a growing business. With the help of Dealertrack's open integration, Heritage has been able to create a fusion of data from multiple sources. And, with the DMS's simple interface and intuitive design, Heritage employees are free to focus on the customers, which has allowed the company to maintain its high customer care standards.

Despite being a single-point store, Heritage has never doubted Dealertrack's sincere commitment to the success of its business. When the dealership needs support, Dealertrack is there to walk team members through solutions. And, with Dealertrack's commitment to providing continuous development and optimal support, Heritage is assured in knowing that its DMS will keep pace in an evolving industry.

“I want my staff focused on taking care of the customers. I don't want them struggling with the DMS. The Dealertrack DMS is intuitive to use. It's simple and allows my staff to focus on their jobs. When we need support, the Dealertrack staff is there and walks us through solutions.”

—Bert Hodge
General Manager, Heritage Ford



Challenges:

- Heritage stresses the importance of communication and coordination in its operations and technology.
- To maintain focus on customer service, Heritage requires technology that's easy to use.
- Heritage demands a DMS partner that's willing to change and evolve with the industry.

Solutions:

- Opentrack allows Heritage to work with a variety of tools and vendors.
- Dealertrack's simple interface allows Heritage team members to focus on customers.
- Dealertrack DMS provides continuous development and optimal support.

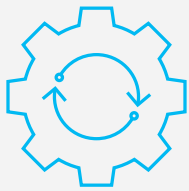
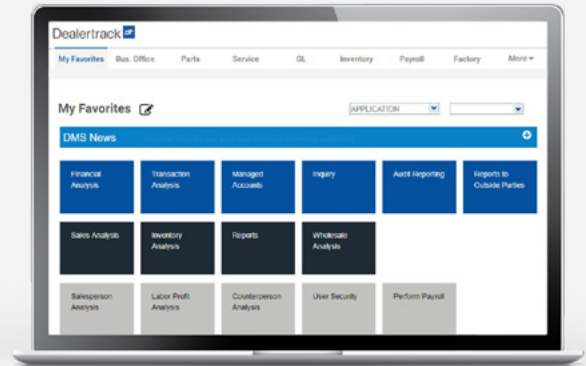
Results:

- Heritage benefits from optimal data flow to increase business efficiency.
- With the help of Dealertrack DMS, Heritage can maintain focus on customers and business growth.

For more information, visit Dealertrack.com/DMS.

A DMS DESIGNED FOR THE FUTURE

Dealertrack DMS, a Cox Automotive brand, gives dealerships the platform they need to grow without the complexity and cost of other systems. Our web-based solution transforms your business with simple, connected processes, open integration, and intelligent technology.



Our Product

Gain greater control over your business with software that was designed to grow with you. Streamline key department processes, attain greater insight into your business, and make decisions based on real-time information—all so you can drive profitable growth.



Our Platform

Cloud computing is now a reality for dealers of all sizes. Cloud-based DMS platforms are secure, reliable, scalable, and available from any device at any time. Our secure open vendor integration platform, known as Opentrack, gives you control of your data and the freedom to choose the vendors that work best for your business.



Our Partnership

Are you looking for more than a business relationship and a long-term contract? We believe in building partnerships built on trust, transparency, and the assurance that we will always deliver market-leading technologies backed by exceptional service.

For more information, visit Dealertrack.com/DMS.