

TEAM NISSAN ACCESSES REAL-TIME BUSINESS INTELLIGENCE TO IMPROVE SALES

Team Nissan has served the greater Manchester, New Hampshire area since 1992. The dealer group has implemented several Cox Automotive tools, including Digital Retailing powered by MakeMyDeal, eMenu for aftermarket selling, and compliance solution. The ability to accept new technology and adapt to changing market dynamics pushed Team Nissan to the forefront of the industry.

The forward-thinking dealer group was seeking an equally forward-thinking DMS provider to meet its business demands today and far into the future. At the top of its priority list was a web-based system with mobile capability, flexible data access, and intuitive workflows that any employee could easily master.

With its “must-have” list in mind, Team Nissan implemented the Dealertrack DMS. The high tech, purpose-driven system checked every box with its flexible technology powered by real-world experience, quick-to-grasp workflows, and ability to work with outside vendors of the dealer group’s choice.

“Dealertrack gives us those additional weapons to go out there and meet market demands and serve our customers.”

—Ralph Fast, General Manager



Challenges:

- Team Nissan was looking for a forward-thinking DMS partner.
- At the top of their “must-have” list was flexible data access with intuitive workflows that are easy to use.
- The dealer group also needed a web-based system with mobile capability.

Solutions:

- With Dealertrack, Team Nissan could move forward with outside vendors of their choice.
- Dealertrack DMS is flexible and powered by real-world experience, providing real time data and ease of use.
- Dealertrack DMS has mobile capabilities for employees to check performance from anywhere at any time.

Results:

- Free-flow of data between DMS and approved third-party providers put Team Nissan in control of their data.
- Real-time business intelligence enabled management to make smarter decisions in sales, operations, and service.
- Team Nissan now has a full-featured DMS at a fair price point that will help them grow today and far into the future.

For more information, visit Dealertrack.com/DMS.