

A DMS UPGRADE HELPS WEBB AUTOMOTIVE INCREASE EFFICIENCY

Now in its third generation as a family owned and operated dealer group, Webb Automotive has experienced remarkable growth within a relatively short period of time. Since 2010, Webb Automotive has expanded its operations from just one dealership to nine different locations, including a standalone used car center and a centralized business development center. But, with so many operations spread throughout the greater Chicago area and Northwest Indiana, the group needed a technology upgrade to keep up with its ever-growing business.

With an emphasis on customer relations, business efficiency, and information accessibility, Webb Automotive needed an intuitive DMS that would allow its employees to be more efficient in their work, and more proactive at problem solving. But, having viewed its legacy DMS as a burden to operations, Webb Automotive was skeptical that a new DMS could help, and worried that data conversion would be a long and painful process.

Dealertrack DMS quickly put those fears to rest, as Webb Automotive worked closely with Dealertrack's transition team, guiding management through every part of the process and spending time with employees doing online training prior to install. And, when the time finally for data conversion, the process was simple, quick, and efficient, taking less than a day to complete. Since going live, Webb Automotive has been pleased to find that its employees are more efficient and better able to navigate their way through problems, which saves time and allows the group to focus on its customers and expansion opportunities.

"I wish I would have switched to Dealertrack sooner for [the benefit of] the entire group. The DMS shouldn't be a burden, and in the past [our legacy system] bogged people down. I wanted our staff to have a system that's there to support them and make them efficient to where we can focus on our customer interactions."

—Kelly Webb Roberts, President
Webb Automotive



Challenges:

- Business expansion meant that Webb had outgrown its DMS.
- Webb's legacy DMS was a burden to operations, and management worried about data conversion.
- Finding a provider that could improve employee efficiency and ability to problem-solve was a must.

Solutions:

- Dealertrack's conversion team worked closely with Webb to ensure a smooth transition.
- Dealertrack provided online training so that employees could hit the ground running.
- Webb was impressed that the data conversion process was painless, taking only half a day.

Results:

- Dealertrack's easy-to-use interface has increased efficiency at Webb.
- Employees are happier and better able to solve their own problems since the DMS conversion.
- With the help of Dealertrack DMS, Webb has increased focus on customers and business growth.

For more information, visit Dealertrack.com/DMS.