

BIG TWO GROWS BUSINESS WITH SIMPLE DMS INTERFACE

Big Two Automotive Group in Phoenix, Arizona is proud of its rich history. As one of the few remaining family-owned car dealerships in the Phoenix area, many of the company's employees have been around for more than four decades. When it comes to inventory management and to service lane operations, the group is always looking for ways to improve. The group's commitment to progress allowed them to achieve extraordinary sales and fixed ops results. The company's industry-leading service department operates more than 60 service bays and writes up to 4,300 CP tickets monthly.

After realizing their legacy DMS provider of 20 years was no longer prioritizing customer support with their dealerships, Big Two researched new DMS options. As a forward-thinking business, the company needed custom functionality and integration with third-party solution providers. The company left its longtime DMS provider and implemented Dealertrack DMS.

The group's new employees completed training in only one week with the help of the Dealertrack support and DMS simple interfaces. Big Two Automotive Group appreciated the access to real-time data, which made their decision processes more efficient. With a point and click system, Dealertrack DMS lessened the amount of manual work required for Big Two employees who no longer need to memorize codes to access information. Big Two Auto could now choose their third-party vendors because each vendor could work with Dealertrack DMS through Opentrack. The advanced technology and unparalleled customer care from Dealertrack will continue to enable Big Two Automotive Group to embrace change while growing its impressive business.

"We pay less money for a system that works better than anything that we've seen from other DMS providers. We don't have a lot of headaches and when we have a problem, we get a lot better service from Dealertrack than we ever did from our previous provider."

—Brett Henkel, Assistant General Manager,
Big Two Automotive Group



Challenges:

- Big Two Auto wanted integration with third-party vendors of their choice.
- Custom functionality was on Big Two's "must-have" list.
- The group needed a DMS that came with customer service and support for their dealerships.

Solutions:

- Opentrack allows the auto group to work with any third-party vendor of their choice.
- Dealertrack DMS provides real-time data and simplified operations such as point and click navigation and drill-down capabilities.
- Dealertrack support and simple interfaces makes new employee training easy.

Results:

- Big Two can operate 60+ service bays a month.
- Big Two can write up to 4,300 CP tickets every month.
- The simple interfaces and support from Dealertrack meant new employee training only took one week.

For more information, visit Dealertrack.com/DMS.