

Dealertrack and O'Neill Honda

Delivering a
powerful deal-making
experience with
Digital Retailing
powered by
MakeMyDeal.



A dealership committed to deep customer relationships.

O'Neill Honda looked to Digital Retailing for greater customer engagement.



The family-owned O'Neill Honda dealership has been a commanding presence in the Johnson County, Kansas area since 1933. Today, the store's 90 employees sell over 2,200 new and used vehicles a year. With its long history, it would have been easy for the dealership to hold onto antiquated sales processes. Instead, O'Neill adopted digital tools that fit with the way today's customers want to shop for a vehicle. This adaptability differentiated the dealership from other stores in its area, and helped it thrive in the increasingly competitive retail automotive market.

Authentic engagement propelled by digital conversations.

O'Neill wanted to provide shoppers with the best car buying experience by making it easy to work out a more complete car deal online.

“We wanted to offer a 21st century buying experience that was authentic and satisfying,” said Sean Weiss, General Sales Manager for O'Neill Honda.

With these goals in mind, O'Neill implemented a Digital Retailing solution powered by MakeMyDeal in March 2015. Features including self-penciling and one-on-one digital conversations with a Deal Manager offered a non-invasive yet deeply engaging way to work towards a complete deal online.

On the back-end, the dealership developed a system where Deal Managers work each deal, as Weiss said, “from cradle to grave, except for the F&I paperwork.” The system designated MakeMyDeal customers as VIP guests, and ensured their Deal Manager and chosen vehicle were waiting for them in front of the store when they came in for a test drive. This allowed customers to move seamlessly through the final steps of the sale, without repeating any of the work already done online.



Accelerated deals, and an enhanced customer experience.



O'Neill captured and closed more buyers with an end-to-end experience that delivered the transparency and time savings today's buyers demand. Through self-penciling and candid conversations, customers worked out deal details online and then came into the store for the test drive and final paperwork. The process cut in-store time by half, which led to phenomenal customer satisfaction index (CSI) scores and enthusiastic Google reviews, including one customer who wrote, **"We negotiated online and then came in to work on the final details. The process was seamless."**

Defying the traditionalists.

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Sean Weiss

General Sales Manager, O’Neill Honda

While traditionalists said a transparent online experience would hurt gross profits, O’Neill found that not to be true. In fact, the platform allowed the dealership to quickly get past the price question and sell its overall experience. As Weiss said, “Once the customer engaged with the platform and our Deal Manager, it absolutely became more about the shopping experience than about the bottom dollar. We maintained amazing gross because we could show that our prices are market-based. Once the customer knew that, and realized they could work out all the details from the comfort of their own home and be in and out of our store in as little as an hour, they loved it.”

O'Neill's results*:

97%

CSI score
for customers sold
through the platform.

Lead close rate, as
compared to 43%
average for the store.

60%



50%

Less time spent
in-store by buyers.

O'Neill Honda found quick payoff in delivering a 21st century buying experience.

Digital Retailing powered by MakeMyDeal helped O'Neill differentiate itself from its competition by offering the digital car buying experience that today's shoppers demand. It engaged buyers with self-penciling, candid conversations, and a streamlined experience, resulting in more sales, and outstanding CSI.

“It's a 21st century way to go about purchasing a vehicle. The experience we've created and feedback we've received is tremendous.”

Sean Weiss

General Sales Manager, O'Neill Honda



Innovation Through Integration

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

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