

Motorcars of Cleveland

Motorcars of Cleveland Easily Ties Multiple Locations Together

For 20 years the Giles family has owned and operated Motorcars Toyota and Honda in the heart of the Cleveland Heights neighborhood in Ohio. The business also includes Motorcars Mobility specializing in wheelchair-accessible vehicles, two car washes, a downtown service center, and a body shop. The dealership has adopted innovative customer service strategies and transparent business tactics to deliver an exceptional customer experience. As a result, they sell about 450 cars a month and service another several thousand.

Motorcars of Cleveland has always believed in improving the customer experience. The dealership understood that this meant employees would need intuitive tools that were easy to use. Employees would also need the ability to use multiple outside vendors and applications to tie their business units together. After searching for a responsive partner with innovative technology that could adapt to the Motorcars unique business model, the dealership chose Dealertrack DMS.

Motorcars found that when it comes to retaining customers, embracing new technology and revolutionary practices is key. The dealership combined Dealertrack DMS with the Xtime solution powered by Service Pro. The result was a unique experience that increased customer loyalty, employee satisfaction, and overall profitability.

“Dealertrack is as committed to innovation as we are. They are able to change and adapt as the industry and technology advances.”

—Trevor Giles, Manager



Customers for **Life.**

Challenges

Motorcars of Cleveland wanted the ability to use multiple outside vendors and applications to tie together all of their business units.

The dealership aimed to hit maximum employee efficiency with the help of an improved DMS.

Motorcars required a responsive partner with high-tech solutions.

Solutions

Opentrack is a Dealertrack DMS feature that allows dealerships to choose the third-party vendors that work best for its business.

Dealertrack DMS software provides real-time data and streamlines processes for quick and easy employee use.

Dealership support at Dealertrack responds quickly with minimal effort made by the dealership.

Results

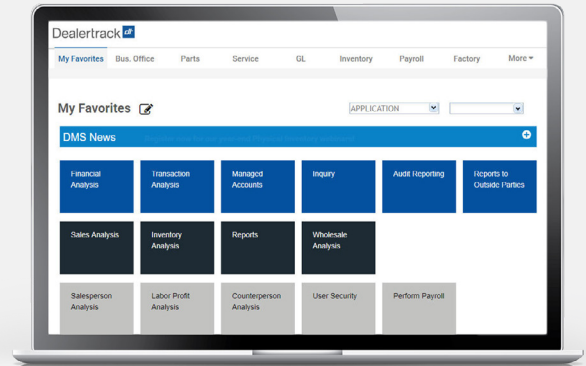
Real-time integration and robust reporting has cut month-end closing from seven days down to a maximum of two days, and shed critical light on Motorcars' business operations.

Dealertrack DMS, combined with Xtime Inspect powered by Service Pro, provided a unique experience that increased customer retention and employee satisfaction.

Motorcars of Cleveland experienced profitability across all departments after implementing Dealertrack DMS and Xtime by Service Pro.

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.