

SAN TAN FORD CREATES A BETTER CUSTOMER EXPERIENCE

Founded in 2007, San Tan Ford is a highly successful dealership in Gilbert, Arizona. The dealership stays ahead of the competition thanks in part to its experienced and knowledgeable staff. San Tan Ford realized long-term success stems from investing in intuitive technology and processes that help their employees succeed. After all, successful employees are happy employees, and happier employees provide the best customer service.

San Tan Ford sells over 600 new and used vehicles, and services more than 3,300 cars each month. After searching for a DMS that would maintain and improve their numbers while keeping their employees on track, San Tan Ford switched to Dealertrack. The ease-of-use, advanced capabilities, and fair contracts at an efficient cost, impressed San Tan Ford. All three of the dealership's stores eventually converted to Dealertrack DMS.

Immediate access to real-time numbers saved time and allowed management to run the business every day as if it was the last day of the month. The freedom to choose third-party providers without large fees meant San Tan Ford could choose the partners that worked best for their business. With their employees in mind, the dealership implemented integrated, optional software like Labor Time Guides, Service Price Guides, and Labor Codes to streamline processes and provide a better customer experience.

“The Dealertrack system is really powerful, but still easy to use, and it definitely gives us a better process which is always going to help with retention and customer satisfaction.”

—John Bernath, Director of Fixed Ops



Challenges:

- San Tan Ford wanted to avoid expensive, lengthy contracts.
- The dealership did not want to pay exorbitant fees for third-party access.
- San Tan Ford needed a DMS with real-time data and improved navigation across all screens for easier use.

Solutions:

- Dealertrack offers shorter contract terms at an efficient price.
- Dealertrack DMS allowed San Tan Ford to choose third-party providers without large fees.
- Dealertrack DMS operates with drill-down capabilities, making navigation simple and streamlining processes at the dealership.

Results:

- After implementing Dealertrack DMS, San Tan Ford saw increased revenue, Fixed Ops efficiency, and a better service experience.
- Dealertrack drove a successful service experience at San Tan Ford through integrated optional software like Labor Time Guides and Service Guides. This software made submitting accurate OEM claims and correctly quoting repair orders easy.
- San Tan Ford used Dealertrack DMS to set a standard of excellence that paid off in happier employees and loyal customer relationships.

For more information, visit Dealertrack.com/DMS.