

STRAUB AUTOMOTIVE STREAMLINES OPERATIONS WITH FAST, EFFICIENT DMS

As a growing dealership, operating multiple locations from a single store makes the most sense for Straub Automotive. They see more value and efficiency gains. And, they take great pride in ensuring that every customer receives the very best experience possible, whether buying a car or visiting a service department. So finding a DMS that streamlines operations and allows staff members to focus on customers first is, without doubt, extremely important.

To meet both goals, operational efficiency and customer satisfaction, Straub Automotive uses Dealertrack DMS to link their stores' data and information into one easily accessible system. The automotive group uses Opentrack to gather data and connect with third party vendors. And Dealertrack DMS is easy for Straub employees to use, providing managers with anywhere, anytime access to all of the group's stores.

TECH CHANGES FAST. KEEP UP.

After more than 30 years of being in business, Straub has seen significant changes in technology in the industry. They've gone from having entire rooms dedicated to their DMS to the fast and efficient cloud-based technology of Dealertrack DMS. With the ability to operate multiple franchises seamlessly and efficiently, Straub continues to use Dealertrack to stay on the cutting edge of technology as they continue to grow.

“Dealertrack has always been and will continue to be on the cutting edge of technology.”

-Kevin Cook, General Manager, Straub Automotive



Challenges:

- Operate multiple stores at **high-efficiency** from a single location.
- Empower staff members to **deliver a quality customer experience**, every time.
- Keep up with the fast pace of changing technology.

Solutions:

- Straub Automotive's multiple locations stay connected with **Dealertrack's easily accessible system**.
- Integrating Opentrack allows the dealership to **gather data and connect with third-party vendors**.
- Access to data anytime, anywhere empowers Straub employees to **provide optimal customer service with an easy-to-use system**.

Results:

- **Dealertrack DMS is exceptionally easy to onboard and learn**, allowing Straub employees to quickly adopt the technology and focus on their customers.
- Straub continues to grow their dealerships by staying **interconnected with Dealertrack's open integration** and efficient access to information.
- **Dealertrack DMS** helps Straub stay on the cutting edge of technology.

For more information, visit Dealertrack.com/DMS.