

CASE STUDY

Kernersville Chrysler Dodge Jeep Ram

Improved Lot Performance and Customer Experience at North Carolina Dealership

2,000 Vehicles. Three Sites. One Solution.

Executives at Kernersville Chrysler Dodge Jeep Ram, a multi-rooftop private dealership in North Carolina, knew they could boost profitability if only they could better manage their 2,000 vehicles.

They were underwhelmed by the available lot management tools in the market, finding most required high hardware costs, lacked field reliability and resilience, or integrated poorly with existing systems.

"There are metrics out there for how quickly you can show a customer something and how quickly they make a decision to buy. LotVision expedites that and helps speed up the sales process."

— **Greg Lee,**
Kernersville Chrysler Dodge Jeep Ram

The leadership team sought a tool to meet their specific lot management needs and also provide valuable data and insights to streamline operations.

Performance and Profitability Upgrade

Our LotVision professionals worked with the dealership to define implementation success objectives and requirements. To support the technical needs of the dealership, LotVision installation had to provide network coverage over 1.5 miles, and a quick launch for both the sales and service teams. It needed to integrate seamlessly with existing systems and prioritize road readiness of the vehicles.

The LotVision pilot program successfully delivered against the implementation objectives for the dealership with rapid installation of tracking devices across the entire inventory of vehicles.

Success looked like:

- ✓ Vehicle visibility and staff platform enablement immediately upon deployment
- ✓ 2,000 vehicles continuously monitored with minimal impact on vehicle battery
- ✓ Stolen vehicle retrieval within hours
- ✓ Real-time customizable results and reports
- ✓ Full-stack integration with dealer systems

Driving a Bottom-Line Impact with LotVision



ROI Improvement

Improved staff productivity with LotVision delivered significant ROI, helping Kernersville executives boost the bottom line with modest platform investment.



Data-Driven Operations Enhancements

LotVision's onboard diagnostics and geo-fencing tools identified opportunities for workflow improvement and shortened time to sale.



Higher Customer Satisfaction

LotVision's vehicle location tools allowed customers to take ownership of their cars more quickly, improving customer satisfaction scores.