

## Busy dealership relies on DealerSocket to generate customer knowledge that fuels effective marketing, higher sales.

Crane is executive manager at Ken Garff Automotive, a busy dealership in Ogden, Utah. “We’re about 40 miles north of Salt Lake City, so it’s a very competitive market,” says Crane. “We’ve been using DealerSocket for about two years, and we can really see the difference it’s made in our business.”

Crane is especially impressed with DealerSocket’s ability to track customer activity. “Everything I need to know about a customer is just a mouse click away. I can see how many cars he’s bought, when he had them serviced, when he was in the store and what he was looking at. I use that knowledge to make our marketing campaigns more effective.”

Even when he’s not at work, Crane relies on DealerSocket to stay on top of business. “If I’m out of town, I can get on the Internet, log onto DealerSocket and see how the boys are doing back at the store. I can see how many demos are scheduled and keep track of how many appointments are made. Having that knowledge at our fingertips helps us take better care of our customers and sell more cars.”

Crane also uses DealerSocket to generate targeted email blasts, which are highly effective at driving traffic to the store. DealerSocket’s CSI tool has proven its value by alerting the staff to problems before they mushroom into serious business issues.

“With DealerSocket, we find out sooner when we have an unhappy customer,” says Crane. “Then we call the customer, find out exactly what happened and we fix the problem before the survey gets to the factory.”

DealerSocket has helped the dealership increase sales 10 percent over the previous year. CSI scores have risen by 13 points. “Those are real benefits, I love it.”

Easy to use and effective, DealerSocket has become an indispensable component of the dealership’s daily business processes, tying into everything from service to the BDC.

“In a competitive environment, you can’t operate a business without something like DealerSocket. The old days of flying by the seat of your pants are gone. Today, you need to know where your customers are – all of the time. With DealerSocket, I know.”

**Brian Crane** cannot imagine running a competitive business without DealerSocket.