

Phoenix dealership relies on DealerSocket solution to maintain exemplary CSI and competitive edge.

“Those emails give us an early view of what the customer really thinks,” says O’Malley, the GM of Camelback Toyota in Phoenix. “That’s a huge benefit.”

The email message, which contains three basic questions and a place for comments, is sent automatically to a customer when the deal is finalized or service is performed.

“We’re not allowed to manage the satisfaction survey,” explains O’Malley. “But when an email shows us there’s a problem, we can usually fix it before the factory survey. That is extremely advantageous.”

Camelback sells about 8,000 new and used automobiles annually. The automated email capability provided by DealerSocket helps the dealership maintain a strong competitive advantage in a crowded market.

“It’s always nice when the customer responds with a positive note that you can pass along to the sales person. But what’s most important is that we can find out if something is wrong and we can jump on it immediately – before it becomes a negative experience for the customer.”

The automated email system also keeps everyone in the dealership on their toes – since they all know that each customer will be asked three simple but very direct questions:

1. Did you have an excellent experience?
2. Was everything all right at delivery?
3. Would you recommend Camelback?

“I think the email process helps us internally because the sales people and the managers know the questionnaire is going out, and as a result, they spend more time with the customers making sure that everything is right,” says O’Malley, who has been the dealership’s GM since 1987. “My philosophy is do it right the first time so you don’t have to go back and fix it later.”

Camelback won the President’s Award in 2006 and is on track to win it again in 2007 – strong testimony to the dealership’s ongoing devotion to maintaining exemplary levels of customer satisfaction.

Ask **John O’Malley** what he likes best about DealerSocket’s CSI solution and he’ll tell you it’s the feedback they get from the automated email capability.