



## User testimonial

### Garage du Château

Equipped with DataCar CRM, DataCar DMS, Opel VN Tool Box Module pilot

Aline Beulin – Sales Director

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## Overview

Garage du Château is an OPEL and KIA dealer based in Sainte-Geneviève-des-Bois, Essonne.

Created in 1972, the Garage and bodyshop merged in 2010.

This multi brand dealership is single-site and today employs 48 people.

Garage du Château is also a Kia Motors network authorized repairer and its catchment area represents 10 Essonne townships.

## Key figures

- 48 employees
- 1 site
- 7 DataCar CRM users
- Conversion rate using DataCar CRM : 45 % 800 NC sold per year (550 OPEL, 250 KIA)
- 600 UC sold per year
- 4 000 website visitors per month (DATAFIRST site)

## DataCar CRM benefits

- Better sales activity follow-up
- A performant marketing tool
- Better customer and prospect management

## The project

Certified by OPEL France, DataCar CRM was installed on 6<sup>th</sup> January 2012 at the Garage du Château. The project lasted a year from the signature to its implementation.

Aline Beulin, Garage du Château's Sales Director notes that « ***the software was welcomed by the salesmen and is 100% effective*** ».

Also equipped with DATAFIRST's DataCar DMS DMS, the interface between the two software solutions gives her a considerable advantage: « ***Thanks to the two-way exchange of information between DataCar DMS and DataCar CRM, the updates and de-duplication processes are carried out automatically every day which allows for optimal quality customer files*** ».

## Better sales activity follow-up

DataCar CRM is an essential tool for the Sales Manager and Salesmen alike.

Indeed, for Aline Beulin: « ***The Sales Manager has a better follow-up of current “hot” deals . It allows results for each Salesman to be tracked and they themselves can check where they are up to compared with their annual objective*** ». She adds that: « ***When we are fully aware of our Salesmens’ on going deals, we lose less of them***».

She also states that thanks to the software: « ***It is easy to know the reasons why a deal is closed or lost. As such , it is interesting, for example, to realize if a trade in offer has not been convincing enough compared with that of a competitor,.*** »

## A performant marketing tool

The DataCar CRM marketing module is a valuable asset for generating activity and encouraging customer loyalty. Aline Beulin believes: « ***It is easy to create marketing campaigns that may have an impact either on sales or after sales and hence optimize the number of possible returns on contacted customers.*** ».

The reminders sent by salesmen 12, 24 or 36 months after a sale have an impact on customer loyalty. Indeed, according to Aline Beulin, the reminders trigger workshop appointments and therefore make the customer return to the dealership. She specifies: « ***We have noticed that 60% of customers followed-up by a salesman over a 24-month period, make a workshop appointment for their car maintenance*** ».

Furthermore, DataCar CRM allows for qualitative rather than quantitative marketing. Today, according to Aline Beulin:

« ***a salesman generates on average 3/4 order forms following a targeted mailing sent to 100 people*** ».

In addition, by analyzing the source of customer leads (sourcing), we immediately know whether a customer has come to the dealership as a result of a marketing campaign or another means of communication. Mrs Beulin adds: « ***Sourcing enables us to concentrate our advertising on tools that have a better ROI than others and to spend the advertising budget in a more strategic way*** ».

To conclude, according to Aline Beulin: « ***Today, thanks to DataCar CRM, our communication is better targeted, which allows us to manage the communication budget in a better way, have a stronger impact and optimize ROI***».

## A better customer and prospect management

DataCar CRM enables better customer follow-up whether it concerns the order, the delivery or the delivery tracking.

Despite a declining market, Aline Beulin says: « ***We are managing to maintain our market penetration and sales at the same level as last year, and DataCar CRM has undoubtedly contributed to this thanks to more quantitative customer follow-up*** ».

Concerning prospects, DataCar CRM has a major advantage: **« All identified prospects now go directly into our database »** explains Aline Beulin. **« Even if the prospect doesn't buy a vehicle, we have his contact information and we know what vehicle he owns. We are therefore in a position to contact him and make personalized offers on his vehicle »**. Before DataCar CRM, this wasn't possible because the tool used to make estimates only memorized order forms and not all prospects.

### Opel VN Tool Box pilot

Garage du Château has been piloting the Opel VN Tool Box module since June 2012. DataCar CRM, interfaced with OPEL VN Tool Box, makes for a relevant sales negotiation tool thanks to better control of purchasing, manufacturer campaigns and remaining margin.

With this module, the salesman is able to visualize the remaining margin on his vehicle and respond better when negotiating with the customer as he has access to all relevant information.

Indeed, for Aline Beulin: **« Opel VN Tool Box is an important tool for it reassures the salesman on the transaction he is carrying out and on the discount that he can offer to his customer compared with the margin that should remain »**.

She explains that the tool also reassures the client: **« The customer feels that the salesman has full control over manufacturer's campaign and therefore feels confident »**.

### Conclusion about the Project

According to Aline Beulin: **« DataCar CRM has made my work much straight forward, and the same is true for my colleagues. One single tool manages everything »**.