



User testimonial

Garage COURTOIS Automobiles



<http://www.courtoisautomobiles.fr/>

Equipped with DataCar Websites

Olivier Courtois

PDG

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Overview

Courtois Automobiles is a dealer group which distributes and repairs the following brands: Renault, Dacia and Renault Sport.

Courtois Automobiles is composed of 3 sites in Cernay (Garage Courtois), Guebwiller (Garage du Florival) and Bitschwiller (Garage Thann-Autos).

The website created by Datafirst concerns the 3 sites.

Key figures

- Sites : 3
- Number of employees : 50/60 in total
- Number of used cars sold per year : 380 in 2012 (Renault and Dacia)
- Number of new and demonstration cars sold per year : 340 in 2012 (Renault and Dacia)
- Shop and workshop revenues : 3,5 millions of € in 2012
- Person in charge of the website: the used cars manager

DataCar Websites project

The implementation of the new Courtois Automobiles website took 9 months from the signature to the online release in last September 2013.

Courtois Automobiles already had a website, created and diffused by Renault, but the president Mr Olivier Courtois thinks that: *"The Renault website is dedicated to new cars whereas Datafirst's website also concerns used cars and after sales"*.

That's why Olivier Courtois wanted to invest in his own website: *"Our objective was to focus on our expertise and give visibility to our used cars to increase sales"*.

He also specifies: *"It seemed elementary for us to create a website for used cars, especially as Datafirst allows for automatic publication on websites such as le bon coin, la centrale... In addition, every publication contains a link to our new site, which optimizes our traffic"*.

Mr Courtois explains that he also chose Datafirst for: *"its good references and the organization of the web team. Indeed, we were demanding but Datafirst understood very well our expectations and knew how to bring us the right solution, thanks to an excellent collaboration"*.

courtoisautomobiles.fr is the result of this collaboration.

Advantages of the Datafirst website

- **A website which promotes all our activity**

Olivier Courtois explains that *“contrary to the Renault website, Datafirst’s website allows us to communicate on our used cars and also other services: repair, car rentals, spare parts...”* Therefore, this website is a real asset to promote the dealership’s activities.

- **A support for the online contents**

At this time according to Mr Courtois: *“we just use the contents tool (DNN) for the publication of the NC/UC”*. The UC sales manager is in charge of these publications but only a few updates have been made for the moment.

In addition he said: *“concerning the after-sale communication, we decided to choose the subscription with Datafirst. Indeed, when we have information to diffuse, we can ask the Datafirst web team who take care of that. That is really useful because we don’t need to hire a person in charge of marketing. Thanks to Datafirst, we have support to communicate and update our website”*.

Besides, *“another good point which attracted us: the Datafirst web team is able to automatically relay and broadcast all the national advertising from our manufacturer on our own website. It’s another reason why we chose to work with Datafirst”*.

- **Efficient website lead management**

Olivier Courtois also appreciates the leads management through the website: *“A Datafirst website allows you to send a lead to the right department, into the right site according to the request. So it’s easier to catch the lead and win a sales opportunity”*.

In addition, Mr Courtois notes one more good point: *“an automatic message is sent to the lead indicating that the request has been received and that he/she will be contacted shortly”*.

- **A valued website with an attractive design**

Mister Courtois is *“very satisfied with the design of the site, the Internet users like it”*.

He also notes that: *“our new website is really appreciated by our employees and customers who like the quality of the website, as far as both look and contents are concerned”*.

- **Links between sites to optimize the referencing**

Links were set up between the Renault and Datafirst sites by the Datafirst web team: *"when we click on a new car on our new site, we are directed to the Renault website. It is very efficient for referencing and for our presence on the Internet"*.

Conclusion about DataCar Websites project

Mr Courtois is satisfied with the collaboration with Datafirst for the creation of his website.

Now we need to promote the website and to make it known on Internet in particular by improving the referencing.

"So in a few months we will be able to measure the impact on the traffic and the generation of leads" explains Olivier Courtois.

He also says that: *"Courtois Automobiles is not present on the social media but a successful Courtois Autosport website exists with different information diffused such as interviews, rally pictures... and it already has more than 30 000 visitors in one and a half years: www.courtois-sport.fr"*.

« We prefer to have few websites and social media pages and be able to regularly update them with new contents".

Then, Mr Courtois: *"advises all Renault dealers who need to publish their used cars and communicate about their others services (car rental, repair, quick service...) to create the same kind of website with Datafirst."*

Thank you to Mr Olivier Courtois for this user testimonial.

For more information about DataCar Websites, contact us: **+33 (0)4 78 78 11 00**.



www.datafirst.fr