

Napleton Auto Group Teams Up with Cox Automotive to Save Time and Provide a Superior Customer and Employee Experience

Napleton Auto Group, a five-store dealership in Wisconsin and Chicago, understands the secret to success in automotive sales and service—people. The dealership group strongly believes that by taking care of people—customers and staff alike—business will follow. Customers return repeatedly, and employees find enjoyment in the workplace. With people as a top priority, the auto group relies on connected Cox Automotive technologies to ensure employee satisfaction and to provide a superior customer experience.

Napleton Auto Group chose to turn to Dealertrack DMS, first and foremost, because their employees prefer ease-of-use over less intuitive legacy dealer management systems. New employees can get up to speed quickly, reducing training time and the anxiety of starting a new job, while more experienced employees can keep the entire operation running smoothly without added stress.

“The best part about Dealertrack DMS is how intuitive and easy it is to use compared to other DMS systems,” said Danny Randolph, President/Co-Owner of Napleton Auto Group. “I’ve had a chance to work with some of its competitors, and I will tell you that it’s so much easier to use and learn to navigate Dealertrack compared to other platforms.” Because Dealertrack works seamlessly with other Cox Automotive solutions, Napleton Auto Group also selected Xtime and VinSolutions to provide a superior customer service experience and a more productive work CRM environment.



Danny Randolph
President/Co-Owner



With Xtime, customers can quickly and easily schedule a service appointment directly from the dealership’s website. They also get personalized check-ins, tablet reception, and the ability to review and approve service recommendations with pictures and walkaround videos. All of these features work together to build trust and transparency, allowing Napleton Auto Group to control and optimize service workflows. “Since using Xtime, our billable hours have grown quite a bit,” said Danny. “It really adds up over time.”



On the VinSolutions Connect CRM side, dealership sales staff can see everything they need to engage customers and keep sales progressing in one convenient dashboard. By integrating with Xtime, VinSolutions allows Napleton Auto Group to streamline the sales-to-service process, saving time and prioritizing customer convenience. VinSolutions also allows the group to quickly and easily push all customer data into Dealertrack F&I and Dealertrack DMS, where sales employees can structure deals to get ready for contracting. Because the systems are seamlessly connected, data pushes and pulls automatically, so employees don’t have to worry about redundant data entry. Every customer gets a customized experience—from first sale to every subsequent service visit.



“Dealertrack F&I and Digital Contracting enable us to provide a fast experience and get the customer in and out of our dealership in no time,” said Danny. “What used to take 2 hours now takes one.”

As a company that puts people first, Napleton Auto Group appreciates Cox Automotive’s commitment to their dealership partners. Above and beyond the conveniences and advantages of the technologies alone, helpful sales reps and Performance Managers go out of their way to answer questions and provide key employee support. “If they don’t have the answer to all my questions, they know someone who does,” said Danny. **“It’s always easy to get an answer in the right amount of time in order for us to make quick decisions.”**

With the help of connected Cox Automotive technologies, Napleton Auto Group continues to find success by taking care of their most important asset—people. Integrations between Dealertrack, Xtime, and VinSolutions improve ease-of-use and ensure a superior sales and service experience for customers and employees alike.

Challenges

Provide a convenient and transparent sales and service experience for customers.

Find ways to improve workplace efficiency, productivity and satisfaction.

Prioritize people with the help of technology.

Solutions

Leverage connected Cox Automotive technologies to streamline workflows and improve employee satisfaction.

Take advantage of data integrations to save time and provide a more personalized customer experience.

Prioritize people by providing a fast, efficient sales and service experience through connected Cox Automotive technologies.

Results

Service hours sold increased from 1.7 hours per RO to 2 hours per RO.

Cut down in-dealership time for customers from two hours to one hour.

Reduced training time for new employees and smoother workflows for experienced employees.

To learn more about Dealertrack, visit [Dealertrack.com](https://www.dealertrack.com)