

# Deal Central Empowers Shoppers with a Better Buying Experience



Paul Miller BMW, a luxury auto dealership serving the North New Jersey and New York City areas, prides itself on providing a unique, high-end car buying experience. But as the country emerged from the COVID-19 pandemic, shoppers were more skeptical of auto dealers. They demanded better buying experiences, similar to those offered at major online retailers.

Recognizing that the automotive retail market and modern customers were changing rapidly, Paul Miller BMW knew they

needed to differentiate themselves, and evolved to offer a brand-new, tech-driven way of shopping for cars.

As part of an overarching effort to redesign their entire showroom experience to create a more comfortable and engaging environment—complete with customer-facing screens to facilitate transparency and ease of information sharing—Paul Miller BMW implemented Deal Central.

## Collaborative Car Buying Offers Customers a New Experience

Whereas other dealers navigate the sales experience with some amount of secrecy and constant interruptions—moving between siloed meetings with prospective buyers and sales advisors—Paul Miller BMW empowers shoppers with a better buying experience.

Thanks to Deal Central, shoppers work with client advisors throughout the entire buying journey, seeing all the information they need to make informed decisions. Everything is transparent, straightforward, and on the table, promoting greater trust in the buying process and the dealership-client relationship.

# 10%

## Higher Close Rate

Paul Miller BMW  
witnessed a 10%  
higher close rate in the  
showroom when using  
Deal Central.

“We’re not like other dealers...we’re offering a new experience,” Fernando Cerqueira, general manager at Paul Miller BMW, said. “We got rid of the Wizard of Oz feeling that customers have of ‘Who’s behind the screen?’ and ‘Who’s making all the decisions?’ Here, client advisors are fully empowered, navigating customers along the journey.”

Most shoppers start their journey online, comparing prices and inputting information. Deal Central ensures these steps are integrated into the in-store experience, allowing customers to pick up where they left off. They can see vehicles they were interested in, trade-in information, and other important details, so they don’t have to start over from scratch.

“What Deal Central is doing for us...it’s helping us to differentiate ourselves from our competitors by delivering a trustworthy experience that is unordinary for the right reasons,”

Cerqueira added. “We can immediately start to see the impact that it’s having with our customers—and it’s measurable.”

Deal Central has proved to be the perfect technology partner to complement Paul Miller’s commitment to customer excellence and the dealership’s new tech-forward showroom experience. Together, they give customers a buying experience that’s unique to the luxury auto space—a seamless, transparent, and efficient experience that sets them apart from other dealerships.



### Fernando Cerqueira

General Manager  
Paul Miller BMW

## A Technology Revelation for Dealership Renovation

Paul Miller BMW used Deal Central during their recent renovation. With their showroom on two separate floors, they needed a solution that could prevent the constant back-and-forth between the back office to get quotes and documents. The longer customers were left alone, the more likely they were to become disinterested, distracted or worse—leave entirely.

With Deal Central, salespeople are empowered to finalize deals without needing to leave the customer to print documents or seek approvals. For Paul Miller BMW, Deal Central has helped to speed up their sales process and keep customers engaged, improving profitability by delivering a better customer experience.

