

# Deal Central Enhances the Customer and Dealer Experience



Wickstrom Auto Group, a tech-forward dealership in Barrington, Illinois, views each customer as a unique individual with personalized interests, needs, and concerns—all of which can be addressed and resolved through the right technology.

Recognizing that today's buyers want an experience like what they get at major online retailers, Wickstrom Auto Group

needed a solution and a partner that would adapt to their dealership's specific needs and what their customers wanted.

To meet these expectations—and stay ahead of the competition—Wickstrom Auto Group decided to implement Deal Central, an AI-powered deal-making solution from Cox Automotive.

## The Power of Partnership

As Wickstrom Auto Group and their customers have evolved, Deal Central has evolved along with them. From the ability to change tax information on the fly to the running lease and purchase options side by side, Cox Automotive has listened to Wickstrom Auto Group's requests and implemented important changes to help the dealership offer an even better customer experience.

"...What's been great about Cox Automotive is they've listened to us," said Colin Wickstrom, dealer partner at Wickstrom Auto Group. "They've changed the product to make it work for our dealerships, which should work for any dealership. And they've really done a great job of evolving the product to meet the needs, not only of our customers, but also our team."

Deal Central offers a streamlined, collaborative car buying experience, eliminating the traditional back-and-forth

# 25%

## Higher Close Rate

Wickstrom Auto Group  
witnessed a 25%  
higher close rate in the  
showroom when using  
Deal Central.

between salespeople and managers. While other dealerships are content to leave the customer while a salesperson checks with the sales manager, sometimes even multiple times, Deal Central promotes a collaborative car buying experience where dealers and customers work together to create the best possible deal.

“What’s great about Deal Central is the sales manager is actually working with the salesperson, but they’re in the background refreshing the deal for the salesperson,” said Colin. “So, if the economics of the deal change, or the vehicle might change, or money down changes, the manager can be inputting the data in the background or the salesperson can be doing it. That’s really [cut down on] a lot of the back and forth. And they can message each other through the tool too...just stay with the customer and keep things moving seamlessly.”

By empowering customers to control their own deals, more are opting for warranty and add-on products, boosting dealership profits.

“We feel having Deal Central is absolutely essential to our business,” said Colin. “Our customers want a product that allows them to complete transactions either in our showroom or at home. Cox Automotive has been very responsive, evolving the tool to a great place, keeping us ahead of our competition.”



### Colin Wickstrom

Dealer Partner  
Wickstrom Auto Group

## Pioneers in Dealership Technology

For over 30 years, Colin Wickstrom and his team have embraced dealership technology, even before the days of Google. As early adopters, they were among the first to use the internet to sell cars in the Chicago area, even developing their own CRM in the late '90s.

This long history of technological innovation set high standards for their digital retailing partner. Wickstrom Auto Group found Deal Central to be the right solution, offering a fluid and transparent customer experience while empowering salespeople to stay by their clients' side throughout the deal-making process.

For Wickstrom Auto Group, Deal Central by Cox Automotive has been the technology partner they needed, enabling a better customer experience and getting to “yes” sooner.



*Colin's father, Tim, 1984*