



## **DMEautomotive's MasterCall - *Bringing Quality to JM Lexus***

### *A Case Study*

JM Lexus, located in Margate, Florida, is the largest Lexus dealership in the world, generating the highest sales volume among all Lexus dealers - maintaining that distinction for 20 years in a row. And, their high customer satisfaction ratings, have earned them the Elite of Lexus distinction for 17 consecutive years.

The key to maintaining that standard, according to Brad Schafer, Fixed Operations Director for JM Lexus, is effectively communicating with your customers.

“Sending the right message, to the right customer, via the right channel at the right time,” said Schafer, “is vital. Traditional mass-market and direct marketing tactics are no longer viable in today’s, ever-changing market. A more nuanced marketing approach is needed,” he continued. “One based on the science of targeted demographic messaging. “

So, when the largest Lexus dealership in the world was seeking an automotive marketing services partner to help them maintain that elite status, they naturally turned to DMEautomotive (DMEa).

“I’ve been working with DMEautomotive for close to 20 years,” said Schafer. “I was part of Southeast Toyota dealers and also part of AutoNation back in the day. And if these large, successful companies have partnered with DMEautomotive – then obviously they should be high on my list. So, when I came to JM Lexus five years ago, I brought in DMEautomotive and about three competitors to see what programs were the best and learned that DMEautomotive was still the best overall package that offered me everything I needed, so I went with them.”

JM Lexus refers to their customers as “guests” while at their state-of-the-art, 3-story, 181,000 square foot service facility. And it is here that approximately 70,000 of those guests service their vehicles each year, which translates to 125,500 vehicles annually and as many as 300 vehicles daily.

With that level of volume, Schafer realized that his own internal BDC (a staff of 6 employees) would be hard-pressed to keep up. His first step upon arrival to JM Lexus was to implement

an outsourced virtual BDC (VBDC) through DMEa for after-hours and overflow call management to supplement their own internal BDC. Trying to handle the existing call volume and satisfy ALL customers while staying within certain budget parameters could not be done and maintain the level of customer service necessary, said Schafer.

**“From my experience, I believe that most dealers have this BDC problem”**

Prior to DMEa’s involvement, call volume was a problem. Missed calls and delays in reaching a service advisor were common complaints.

“From my experience, I believe that most dealers have this BDC problem,” Schafer notes. “Since the transition to DMEautomotive, those problems have significantly diminished.”

“Knowing that highly trained, automotive focused BDC professionals are there taking care of them – is very reassuring to our customers,” said Denise Garcia, Internal BDC Manager for JM Lexus.

“When I’m able to send a portion of my incoming calls to a professional that can quickly and easily set an appointment it allows my internal BDC to spend more time with those more challenging customers and questions,” said Schafer. “It’s a net positive to balance less internal BDC with more VBDC resulting in an overall better experience for our customers.”

**The chart below shows only a 90 day snapshot of the call volume of inbound service – overflow and afterhours:**

CALL METRICS			
Total Calls .....	1885	Dealer Transfer.....	195 ..... 10.34%
Total Call Duration .....	89:20:54	Appointment Set .....	584 ..... 30.98%
Avg Call Duration .....	0:02:50	Message Emailed .....	520 ..... 27.59%
Total Dealerships .....	1	Informational .....	601 ..... 31.88%

Schafer has also implemented outbound call campaigns through DMEa’s VBDC emphasizing DMEa’s ability to quickly contact customers is “extremely important.” And, he continued, DMEa’s integration with third party systems such as XTIME is just as critical.

“Communication with our DMS which to us – to me -- is very important...my ROI on pointed warranty campaign and specific marketing needs is huge – when we can give you the right information and communicate directly with our DMS... [then we can sit and watch as our] watch our appointment count increase,” he explained. “DMEa can access our system and answer some basic questions – vehicle information, specific customer questions – upload those people we want contacted and start setting appointments immediately. ROI on the personal phone call is off the charts... specifically to a particular customer about their exact vehicle and something relative to their car.”

**Schafer pointed out the key points to look for when implementing a VBDC:**

- ◆ **Access and a full understanding of your DMS:** including scheduling, history and tools
- ◆ **Targeted outbound calling**
- ◆ **A consistent approach across the board**

A differentiator that DMEautomotive brings to the table for JM Lexus is the hands on approach to account management. DMEa’s robust reporting tools bring an advantage to DMEa products that help guide dealers to the best marketing decisions – all with the assistance of trained and specialized account managers. “Every manager, director or GM is different. Some people choose to come up with their own decisions using the tools and data, I choose the DMEautomotive experts to make the analysis of the data at my store. They are my expert marketing consultants,” states Schafer.

**“I absolutely recommend DMEautomotive’s products & services. I do all the time.”**

“The real question is – ‘does the dealer have time to develop that on their own?’ And that would be an absolute no. A dealer is focused on handling their day-to-day operations, so we have got to be able to count on somebody else to be our experts for our marketing campaigns. We trust that DMEa is the expert in your field,” concludes Schafer regarding how DMEa brings a value to his service center beyond the products.

DMEa brings the whole package to JM Lexus; from products and services, to account management to staying ahead of the technology and marketing game, it is the complete solution. “The world is shifting. The seminars I sat through this year are completely different than the seminars I sat through three years ago. The technology and advancements are changing every day. And, I’m focused on my day to day operations -- I don’t have time -- I trust that DMEautomotive is going to keep us on the cutting edge,” said Schafer.