

BOB SMITH TOYOTA FINDS SUCCESS WITH DMS SWITCH

Bob Smith Toyota has always placed a high priority on customer care and support. But the dealership was growing tired of fighting its outdated technology to perform every day, seemingly simple tasks, including those that allowed team members to care for customers. When days and weeks went by without hearing from their previous DMS provider's support team, the company knew it was time to make a switch.

By teaming up with Dealertrack DMS, Bob Smith Toyota found what they were looking for: better technology and a DMS partner that prides itself on providing excellent customer support. They've relied on Dealertrack DMS for several years now and appreciate that the platform is easy to use. The DMS makes finding important information quick and easy, and the data is displayed in a simple, straightforward manner.

MORE THAN EXCEPTIONAL TECHNOLOGY.

Beyond the superior technology, however, the Bob Smith Toyota team has come to trust and rely on Dealertrack's elevated level of customer support. When DMS-related issues arise, Dealertrack support solves problems quickly and with a personal touch, usually within one to two hours. The company appreciates the way Dealertrack looks out for their partners, continually monitoring the marketplace and adjusting technologies to improve performance. Most importantly, Bob Smith Toyota has leveraged its new technology to find success in business and continue their tradition of providing superior customer experience.

“There is always a fear of change when switching to a new DMS provider. Switching from one DMS provider to another DMS provider can be very challenging, unless you're switching to Dealertrack.”

—Peter Smith, General Manager, Bob Smith Toyota



Challenges:

- Partner with a DMS that provides **top-tier customer support**.
- Discover a technology platform with **exceptional ease-of-use** in everyday tasks.
- Find a DMS that offered cutting-edge capabilities and technology.

Solutions:

- Dealertrack provides an **elevated level of customer support**, solving problems quickly and with a personal touch, usually within one to two hours.
- By continually updating the DMS, **monitoring the marketplace, and adjusting technology**, our partners stay relevant and competitive.
- The DMS makes it **easy to find important information** and displays data in a simple, straightforward manner.

Results:

- Bob Smith Toyota executed everyday tasks and managed their data faster and more efficiently with access to the Dealertrack DMS tool.
- With the help of Dealertrack DMS, Bob Smith Toyota continues to drive success in business by providing superior service to their customers.
- Bob Smith Toyota benefits from Dealertrack's commitment to continuously monitor and adjust its technology.

For more information, visit Dealertrack.com/DMS.