

MOTORCARS OF CLEVELAND EASILY TIES MULTIPLE LOCATIONS TOGETHER

For 20 years the Giles family has owned and operated Motorcars Toyota and Honda in the heart of the Cleveland Heights neighborhood in Ohio. The business also includes Motorcars Mobility specializing in wheelchair-accessible vehicles, two car washes, a downtown service center, and a body shop. The dealership has adopted innovative customer service strategies and transparent business tactics to deliver an exceptional customer experience. As a result, they sell about 450 cars a month and service another several thousand.

Motorcars of Cleveland has always believed in improving the customer experience. The dealership understood that this meant employees would need intuitive tools that were easy to use. Employees would also need the ability to use multiple outside vendors and applications to tie their business units together. After searching for a responsive partner with innovative technology that could adapt to the Motorcars unique business model, the dealership chose Dealertrack DMS.

Motorcars found that when it comes to retaining customers, embracing new technology and revolutionary practices is key. The dealership combined Dealertrack DMS with the Xtime solution powered by Service Pro. The result was a unique experience that increased customer loyalty, employee satisfaction, and overall profitability.

“Dealertrack is as committed to innovation as we are. They are able to change and adapt as the industry and technology advances.”

—Trevor Giles, Manager



Challenges:

- Motorcars of Cleveland wanted the ability to use multiple outside vendors and applications to tie together all of their business units.
- The dealership aimed to hit maximum employee efficiency with the help of an improved DMS.
- Motorcars required a responsive partner with high-tech solutions.

Solutions:

- Opentrack is a Dealertrack DMS feature that allows dealerships to choose the third-party vendors that work best for its business.
- Dealertrack DMS software provides real-time data and streamlines processes for quick and easy employee use.
- Dealership support at Dealertrack responds quickly with minimal effort made by the dealership.

Results:

- Real-time integration and robust reporting has cut month-end closing from seven days down to a maximum of two days, and shed critical light on Motorcars' business operations.
- Dealertrack DMS, combined with Xtime Inspect powered by Service Pro, provided a unique experience that increased customer retention and employee satisfaction.
- Motorcars of Cleveland experienced profitability across all departments after implementing Dealertrack DMS and Xtime by Service Pro.

For more information, visit Dealertrack.com/DMS.