

SMYTHE VOLVO CASE STUDY

Smythe Volvo, a family-owned, family-operated dealership in New Jersey, believes in treating their customers and staff as part of the family. They expect this same spirit of trust and respect from their technology providers—so it came as a surprise when their previous DMS provider started treating them as more of a burden than a true partner. After years of consideration, Smythe finally made the decision to switch. And after evaluating several different providers, they went with Dealertrack DMS based on a number of important criteria, including a conviction that they had finally found a true technology partner. Still, they were afraid of the unknown.

During go-live week, Smythe anticipated a difficult transition. But management was pleasantly surprised at how quickly and smoothly everything went. Dealertrack DMS support personnel were on hand to ensure that employees were comfortable with the new processes. Instead of passively standing by, Dealertrack support was an active part of the switch, offering help and providing a welcome calming influence throughout the transition.

RESPECT, CONCERN, AND COURTESY

Since the switch, Smythe hasn't looked back. With the help of Dealertrack DMS, they've been able to train incoming employees faster than ever before and have continued to move forward with a customer-first mentality in their daily operations. Perhaps more than any other benefit, Smythe appreciates their true technology partner—a DMS provider who treats them with the same respect, concern, and courtesy they extend to their own customers.

“The switch to Dealertrack enabled us to really organize the way we thought about (our) business. Switching over was kind of like cleaning out the garage, taking everything out, blowing out the cobwebs, and putting it back the way (we) wanted to put it back.”

-Sean Flanagan, Vice President, Smythe Volvo



Challenges:

- Smythe wanted a DMS partner who valued their business.
- They needed a smooth technology transition.
- Smythe wanted a helpful and courteous DMS support team.

Solutions:

- Dealertrack DMS partners with dealerships to add value to their businesses.
- The team works with management and employees to ensure a smooth technology transition.
- With a trained team of experts at the ready, Dealertrack DMS provides support with a personal touch.
- DMS360 provides a peer-to-peer community and on-demand training for the Smythe team.

Results:

- Smythe's go-live week was calm and organized, and the switch went off without a hitch.
- New employees have found Dealertrack DMS to be intuitive and easy to learn.
- Smythe found a true technology partner in Dealertrack DMS.

For more information, visit [Dealertrack.com/DMS](https://www.dealertrack.com/DMS).