

# Dealertrack and Team Nissan

How Digital Retailing  
tools led to a better  
overall experience  
for customers and  
employees.



# A dealership focused on customer and employee satisfaction.

Team Nissan looked to Dealertrack to bridge the gap between the Internet and its showroom.

Team Nissan has been serving customers in and around Manchester, New Hampshire, since 1992. The dealership's success is based on offering the best customer experience, driven by transparency and easy, powerful technology. That's why they've adopted several Dealertrack tools, including Dealertrack DMS, the F&I compliance solution, and eMenu for aftermarket selling. This willingness to be open to new technology solutions to satisfy both customers and employees has pushed Team Nissan to the forefront of the industry.



## A smooth sales process driven by acknowledging and incorporating the work customers do online.

Team Nissan was seeking opportunities to create a one-stop-shopping destination for online customers. They required easy-to-use tools that would lead customers through the steps of a sale, including inventory shopping, securing a trade-in value, calculating monthly payments, and applying for financing.

“We wanted to provide a bridge between a customer’s living room and our showroom while creating a warm turnover that enriched the experience for both customers and employees,” said Ralph Fast, General Manager at Team Nissan.

With these goals in mind, Team Nissan implemented Dealertrack’s Digital Retailing tools in April 2015. The tools complemented the shopping style of digital consumers, who were more trusting, comfortable, and at ease with the deal they had worked out online.

Complete CRM integration and thorough BDC follow-up ensured the work customers did on the website was honored when they showed up at the store. This transparent process engendered customer trust, and also reduced redundancy for a better experience for both employees and customers.



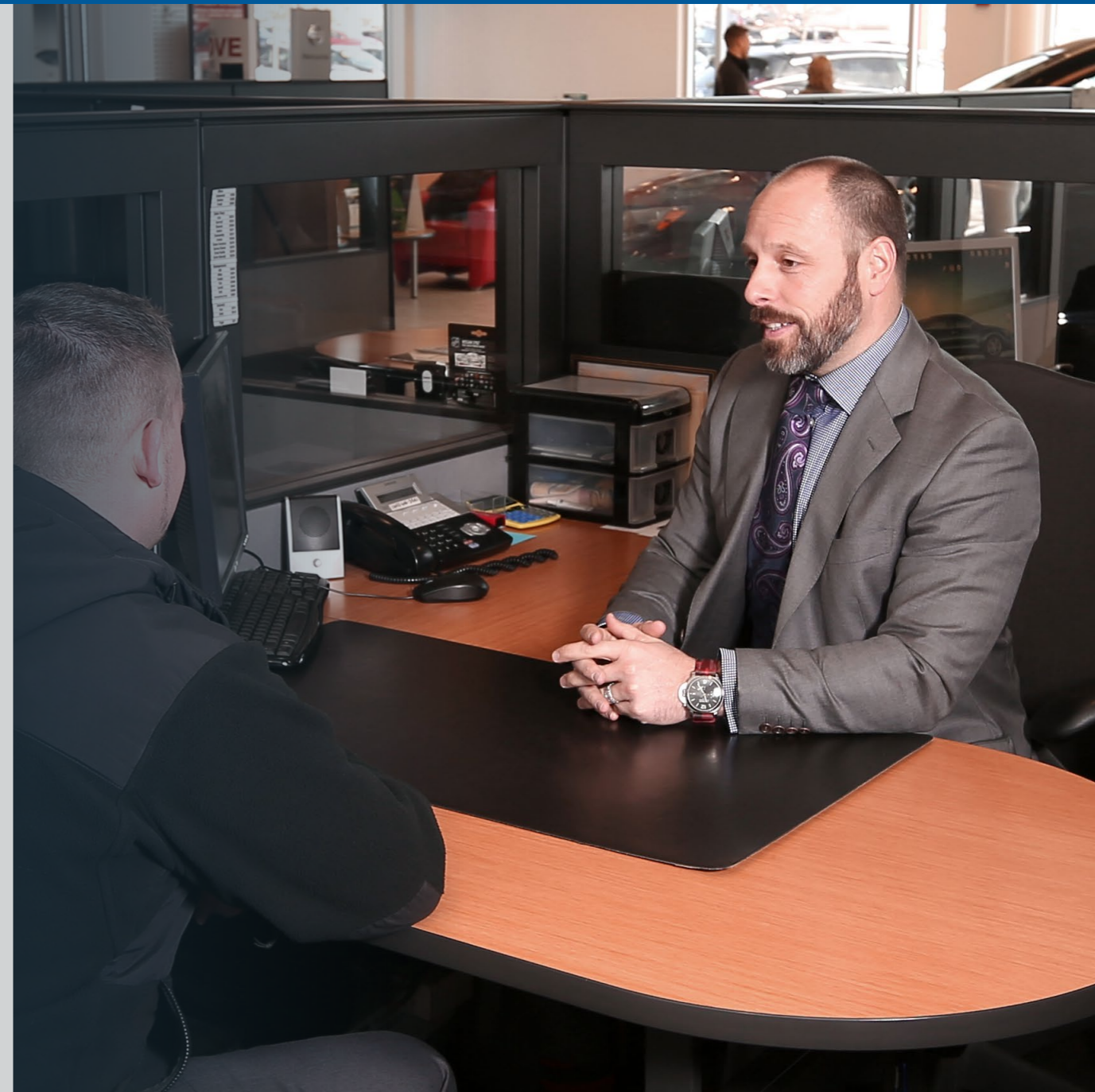
“We wanted to provide a bridge between a customer’s living room and our showroom while creating a warm turnover that enriched the experience for both customers and employees.”

**Ralph Fast**

General Manager at Team Nissan

# A streamlined buying experience that benefits both customers and employees.

Team Nissan's one-stop-shopping destination immediately appealed to digital consumers. The tools led shoppers further down the purchase funnel, resulting in deal-ready leads with above-average closing ratios. But what was really impressive was the jump in gross profit and the effect on the buying experience for both customers and dealership employees. Since shoppers saw discounts and aggressive pricing online, they knew they'd worked a fair deal and didn't try to negotiate as much in the store. This kept profits high, led to more satisfied customers for more repeat business, and more satisfied employees for higher retention rates. As Fast explained, **“The tools enriched my employees' daily experience with shoppers, which certainly helped with retention. Nobody wants to be in an environment where it's a dogfight everyday with every customer. Digital Retailing took the fight out of the equation.”** The tools also cut in half the time a customer is in the store, which increased CSI scores.



# The Results:

Cars sold through  
Digital Retailing  
in only 4 months.

56

More gross on  
new vehicle sales.

\$715

50%

Less time buyers  
spent in-store.

30%

Lead-to-close ratio on  
Digital Retailing leads.

All time high SSI score.\*

99%

\* The information in the above case study is based on the results reported by Team Nissan. Your results may vary.



“Once shoppers have their deals worked out, that’s when we get the connection. From that point, it’s just a matter of getting an appointment and then living up to their expectations of honoring the deal they’ve worked online.”

**Ralph Fast**

General Manager at Team Nissan

**Team Nissan is  
delivering an  
exceptional experience  
since leveraging  
Dealertrack Digital  
Retailing tools.**

Digital Retailing tools allowed Team Nissan to create a better buying experience for its customers and its employees. They honored the work a customer did online and created solid back-end processes for a seamless shopping experience. As a result, they gained purchase-ready shoppers, increased gross, and took the fight out of customer interactions.



# Innovation Through Integration

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

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