

Customer Success Story

Supercharging Dealerships Toward Digital Retailing (DR) Maturity

WHAT THEY DID:

The Rosen Automotive Group used AutoFi to harness digital retailing, transform its Business Development Center (BDC), and modernize its approach to business—achieving two incredibly productive months consecutively.

ABOUT THE CUSTOMER:

The Rosen Automotive Group has been supplying Wisconsin with vehicles for 30+ years. It comprises a Nissan dealership serving the greater Madison area, a Milwaukee Kia dealership, and a flagship Milwaukee Nissan dealership for new, used, and certified pre-owned vehicles that is the #1 Nissan Dealer in the state.

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Jeff Rosen | President and CEO | Rosen Automotive Group

DRIVEN BY A NEED TO ADAPT:

Rosen Automotive Group was already familiar with AutoFi, but went all-in when the pandemic hit.

“The middle of March was a time of huge anxiety,” President and CEO Jeff Rosen said. “We didn’t think any customers were going to come into the dealership. We didn’t know if they’d shut us down or if we’d be sales-by-appointment only. We didn’t know where the world was going. So, we needed a tool that could take the customer from soup to nuts at a distance. And we initiated the solution just as the world was shutting down.”

According to Rosen, when customers go through the AutoFi purchasing process, it seems as if they’re still at the dealership—they’re really getting all the information that they need.

“What it’s done is elevated our website in terms of an upgraded lead provider and how a consumer interacts with us,” Rosen said. “And I think it’s a professional way of modernizing the journey—going onto the website, picking out cars, going through AutoFi to create a lead that comes into the dealership to really elevate the whole customer experience.”

AutoFi is more than a tool for dealerships responding to the pandemic. It’s also a tool for responding to a changing world. “We have to adapt,” Rosen said, “We have to get out of our comfort zone. And we have to move forward [with digital retailing] because this is the way the world of Carvanas and Vrooms and Amazons are coming for us. And if we don’t want to adapt, we’re going to fall by the wayside. We’ve got the inventory. We’re the ones who take the trade-ins. Why should I let them steal my business?”

DETAILS:

Rosen Nissan Milwaukee BDC Manager Ashlee Ramirez said, "After training with AutoFi, we started using it for everything. Now it's at the point where AutoFi is our easiest and best tool for sending our customers their personalized deals. When we follow up, we have a real talking point to start with: 'Did you get that deal that we sent? Do you see the options that you have for different numbers and all the customized offers that are available?'"

"For BDC, we're able to capitalize on AutoFi for passing on to a salesperson exactly what the customer is expecting, as it's incorporating all the AutoFi information and our actual rebates, incentives, and programs," Ramirez added. "It provides the salesperson with the starting point of 'Here's the car that you were looking at for this price. But we can also offer you this deal and this one and this one.'"

"AutoFi is our easiest and best tool for sending customers their personalized deal."

Ashlee Ramirez | BDC Manager | Rosen Nissan Milwaukee

RESULTS:

Enriched Leads
up 119%

Appointments
up 238%

Trade-ins
up 127%

Applications Submitted
up 200%

Remote Deals Sent
up 146%

Remote Deals Opened
up 154%

BDC builds a real rapport with customers through AutoFi. According to Ramirez, "After learning and implementing AutoFi best practices based on what's working in other dealerships, we started getting a lot more responses, especially with texting! When we send an email, we can see that it was opened, but the customer may not respond directly. But if we text and say, 'I just wanted to make sure that you got the email with the offer that we sent you,' then they'll usually reply and start a conversation that way."

Kevin Carpenter, the general manager of Rosen Nissan of Madison, appreciates how AutoFi has helped improve the customer experience. "AutoFi is able to connect and provide

information to the customer regardless of what point in the buying process they are," said. "The AutoFi support team is always there to assist us to continue improving our digital retailing capabilities. Their team is very accessible and easy to work with," he added.

Jeff Rosen noted, "There are always ups and downs when you make a major change, but we're smoothing out the rough edges and getting the process down to a science with AutoFi. This is where the world is going, whether or not there's a pandemic. A lot of consumers now want to come into the dealership with the whole process already done. I think digital retailing through AutoFi is a phenomenal tool."

"There's a reason we went with AutoFi. It is superior. There's not another DR tool that follows up with customers the way that AutoFi does."

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