

Dealer Profile

Acura North Scottsdale



Kevin Naylor
Service Director



Jenny Lang
General Manager

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Acura North Scottsdale, part of the Penske Automotive Group, works hard to distinguish itself from the competition every day. They practice what they believe - making the vehicle ownership and maintenance experience one that their customers truly enjoy. Whereas some dealers strive for a quick sale and immediate results, Acura North Scottsdale sees the big picture focusing on maintaining customer relationships for life. As a result, they are consistently rated in the Top 5 of all Acura dealers in the country for CSI ratings.

Acura North Scottsdale’s active participation in the community is one of the many keys to their continued success. General Manager, Jenny Lang not only oversees dealership operations, but she leads by example through her participation in several community outreach organizations, including Susan G. Komen and Fresh Start. Additionally, she hosts a seminar for women called “How to Buy a Car and Not Get Taken.”

Acura North Scottsdale’s community involvement doesn’t end there. It hosts a nationally certified child seat safety program helping adults to learn proper installation of car seats. Service Director, Kevin Naylor has been certified for seven years in child seat installation and training. The dealership has seen a tremendous response resulting from the informational events. A recent voice campaign, delivered through OneCommand’s automated system, resulted in over 650 ROs and 8 vehicle sales.

OneCommand partners with Acura North Scottsdale to deliver targeted, relevant and timely multi-channel communications. Included in this strategy is the delivery a variety of communications pertaining to vehicle maintenance, appointment reminders and dealership special events. Lang explains, “Our customers are the most connected generation in history. They demand that the companies they do business with communicate with them in a manner they prefer and at a time that is most convenient for them. We have embraced this strategy, and our customers really do react favorably to our approach.”

Although the dealership’s staff was initially cautious about over communicating with their customers, they embraced OneCommand after seeing first-hand the power and results that the communications generated. The staff has embraced OneCommand’s methods, so much in fact that members of the staff now regularly voice campaign suggestions and ideas to drive additional sales and service revenue.

The positive response and appreciation from customers and prospects has prompted the staff to incorporate OneCommand into day-to-day dealership operations. Especially popular are the Happy Birthday and Lost Souls calls. “OneCommand helps us to open up a line of communication that otherwise would not exist. Many times, customers need to be reminded or notified of recommended maintenance, special programs and customer appreciation events, and OneCommand makes that possible,” Lang elaborates.

Naylor adds, “From a service side, the communications we deliver have been more effective and powerful than we ever imagined. OneCommand’s email and voice messages have been especially beneficial. When a customer opts-in to receive certain messages through their preferred channel, they are more likely to act since they voluntarily provided that information to us. I can’t think of a way that could be more effective in earning and maintaining business.”

Acura North Scottsdale has reduced its traditional advertising budget by 25% due to limited response and high costs. Customers rely on technology such as cell phones, laptops and email to stay connected at any time of day and wherever they are. OneCommand’s communications make an instant connection and take into consideration that time is limited. Dealers like Acura North Scottsdale who have embraced this approach are experiencing increases in be-back ratios, appointment show ratios and long-term owner loyalty.

“OneCommand integrates seamlessly into our dealership’s operations. It allows us to maintain a constant presence in our customers’ lives, which is essential in today’s competitive market. Like our customers, our lives are hectic, and we need programs that accommodate to our lifestyles. We rely on this system to conduct nearly every aspect of our business, including gathering email addresses, allowing customers to access their personal web pages and conducting simple follow up messages,” says Lang.

Acura North Scottsdale’s approach has helped it to earn a #1 ranking in its market for new vehicle sales and obtain 40% of the market in service. With OneCommand’s comprehensive marketing strategy in place, active participation in the community and a knowledgeable staff, Acura North Scottsdale has found its recipe for success.

