

Dealer Profile

Classic Dealer Group

Fred Marks / General Manager



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Since 1989, the Classic Dealer Group has been delivering exceptional customer service – counting their customers as their most valuable asset. The group also recognizes the importance of community involvement – supporting both academic and athletic initiatives for Waukegan Public School District, donating to local food pantries, and collecting toys for a holiday Toys for Tots drive. Most recently, the Waukegan Sun, a local paper, praised the dealer group for giving away a car to the Staben House, a transitional house for homeless women and children.

The Classic Dealer Group partnered with OneCommand a little over a year ago. While the group’s General Manager, Fred Marks, was originally aiming to transform and rejuvenate their service reminder program, what they’ve actually achieved is much greater than what they’d envisioned. In addition to improving their emphasis on customer service and satisfaction through timely, consistent and relevant communication, they’ve also cut their traditional monthly advertising spend from \$20,000 to \$5,000 – a 75% decrease!

The original goals included the need to increase the appointment show ratio in service and to retain more ongoing vehicle maintenance business. Just a short time after implementing OneCommand’s suite of multi-channel solutions, the group was seeing a 10-15% increase in appointment show ratios.

“With OneCommand, it’s automated and easy. My service advisors get more time to spend with the customers and no one on my staff has to spend time calling to confirm appointments. The automatic follow-up from appointment reminders to thank yous to declined service inquiries has helped us to be more proactive and eliminates the risks of leaving all the follow up work to one person,” reflects Marks.

He continues, “Looking ahead, the Classic Dealer Group plans to stay in front of our customers. I don’t want to overwhelm them, but I do want to make sure they remember that we are here. We’re planning to accomplish this by continuing to deliver timely and relevant vehicle information throughout the ownership life cycle.”

Moving forward, the group is excited to put some new practices to the test, including mobile couponing, and also continue those that have yielded previous success, such as seasonal service recommendations.

Last fall, for example, Marks and the team at Classic Dealer Group had great success with a seasonal campaign recommended by OneCommand. They delivered reminder communications to customers about changing their clocks back for Daylight Savings. This simple-to-execute campaign returned 1039 ROs for \$152K in service revenue and 21 vehicle sales.

Reviewing the many benefits the group has experienced as a result of OneCommand’s campaign recommendations, Marks comments, “I look forward to these helpful suggestions each month and we’re excited to utilize OneCommand solutions for even more. The feedback we receive from customers has been overwhelmingly positive and that, paired with the bottom-line results, tells me we’re doing a lot right.”

He concludes, “OneCommand is a big part of our success this year. The communications they deliver give our customers reasons to visit and the return garnered is helping us to get the most from our marketing dollars. Anyone looking for an easy, efficient, and low-cost way to increase business needs OneCommand.”

