

Dealer Profile

Commonwealth Volkswagen/Audi

Jeff West / General Manager



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Located in the heart of Orange County, California, Commonwealth Volkswagen/Audi has the high quality staff and products necessary to survive despite today’s tough market conditions. How do they do it? Everyday they leave a lasting impression with their customers and prospects - treating each one like a person, instead of a dollar sign.

At the core of Commonwealth Volkswagen/Audi’s success lies active participation in multiple charity and community organizations. Commonwealth Volkswagen/Audi’s philanthropic contributions include the March of Dimes, sponsorship of Breast Cancer awareness walks, hosting of child safety events and making a positive impact on the lives of Santa Ana’s youth through their involvement in local school districts.

General Manager, Jeff West has been leading Commonwealth Volkswagen/Audi since May 2007, at which time he saw a valuable opportunity to reach out to the dealership’s rich database of customer records. Prior to West’s leadership, this database was rarely contacted and he believed through the delivery of relevant, timely messages from a Voice of Authority, they could be driven to act.

West is an avid proponent of technology and believes embracing it will enable his dealership to stay ahead of the curve using the latest products and services available. West explains, “In today’s market, it’s important to think outside of the box to earn and maintain the business of customers. It is essential to be proactive instead of reactive, and OneCommand helps employ that practice through the delivery of multi-channel messages from a Voice of Authority.”

Initially, Commonwealth Volkswagen/Audi’s staff was reluctant to conduct its customer and prospect communications through OneCommand. But, upon use, its staff latched on to OneCommand as a quick and easy way to effectively communicate with its database. Commonwealth Volkswagen/Audi’s team now regards OneCommand communications as valuable and effective means for ensuring customer and prospect outreach. Instead of completely replacing old methods, OneCommand’s communications complement those already part of the dealership’s operations enabling highly-effective multi-channel, multi-layer communications.

Customers, too, began to recognize the communications, especially those from West. As he explains, “Customers will frequently call in, asking for me, and simply want to thank me for the call I made. We deliver many of OneCommand’s recommended

Best Practice campaigns, and customers really do appreciate the personal touch. Our commitment to providing consistent communication has paid off, thanks in part to OneCommand solutions.”

Unsold prospect communications have proven to yield exceptional results. Because of the messages OneCommand delivers from West and the Sales Department, Commonwealth Volkswagen/Audi averages one additional sale every week - helping to prove the ROI that OneCommand guarantees.

In addition to the supplementary sales attributed to OneCommand’s unsold prospect communications, the back end of Commonwealth Volkswagen/Audi has seen tremendous results due to the Service Appointment Reminder and Service Thank You communications. With vehicle maintenance and performance being a top priority for Commonwealth Volkswagen/Audi’s customers, timely and relevant information keeping them updated is welcomed and appreciated. Commonwealth Volkswagen/Audi has found that customers simply need to be reminded that their vehicle is due for service. Because each customer is a valued and appreciated part of the Commonwealth Volkswagen/Audi family, these messages distinguish it from the competition, and especially the service shop down the street.

West adds, “There are many opportunities for dealers to make a lasting impact on customers and prospects. The key is to determine which communication medium works best for your dealership and consumer. As the market continues to change, the need has never been greater to communicate with your database through their preferred channel and to partner with a solution provider that can help you to accomplish that. With OneCommand, I am confident that our communications are reaching desired audiences conveniently and unobtrusively.”

Commonwealth Volkswagen/Audi’s “Back to Basics” approach has helped it to be one of the most successful dealerships in Southern California. With desired products, a hard-working and dedicated staff and a valuable customer database, Commonwealth Volkswagen/Audi is proof that when “the going gets tough, the tough get going.”

