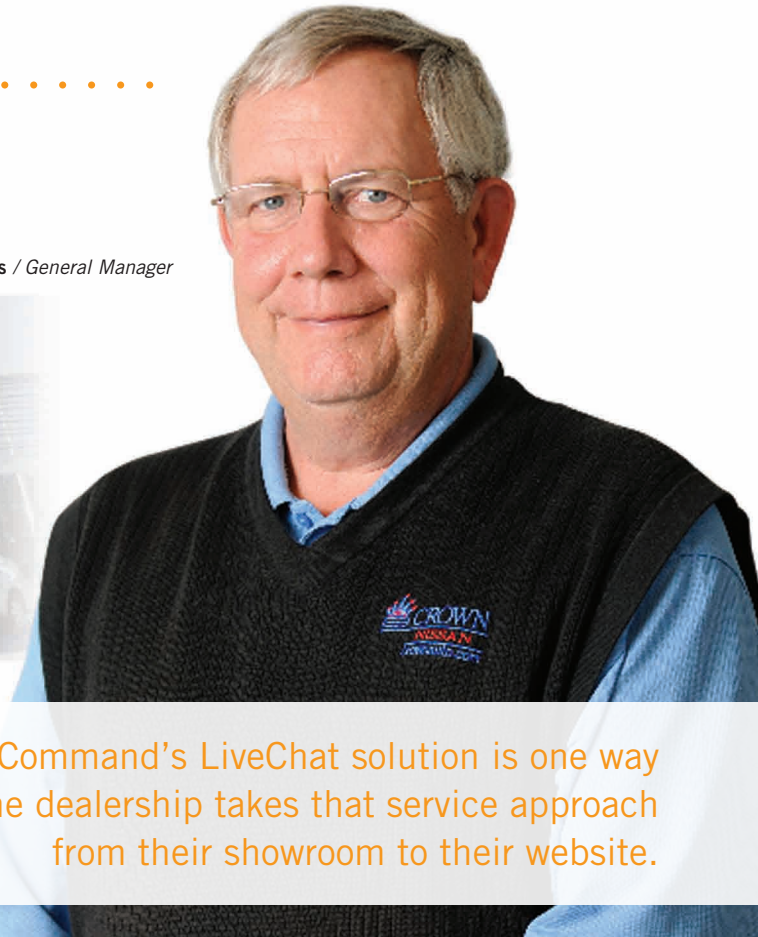


Dealer Profile

Crown Nissan of Greensboro

Ed Hillis / General Manager



OneCommand's LiveChat solution is one way the dealership takes that service approach from their showroom to their website.

Crown Automotive Group makes buying a car easy, but they make it unique too. With over 11 signature brands and 19 dealerships nationwide, they have earned a reputation for superior service. Crown offers more than 4,000 new and used vehicles in stock and an awarding winning staff to help customers find just the one for them. The Crown name is associated with the premiere car dealer of the south and continues to build credibility through the one-of-a-kind experience they offer to their customers.

Crown Nissan of Greensboro, NC is a proud member of this elite dealer group. As the city's number one source for quality new and used cars, Crown Nissan provides customers superior service and quality care. Each employee is hand picked and specially trained to offer expertise at every stage of the buying process.

General Manager Ed Hillis explains, "Crown Nissan isn't just a good way to buy your next car — it is 'The Better Way.' We take pride in our ability to provide fast, fair, and friendly service. With our exclusive low price guarantee, our customers can shop with confidence."

Getting a good price on a new vehicle is only half the battle, that's why Crown Nissan takes special measures to educate and inform their customers. The service extended to customers helps to create an atmosphere of trust, comfort and accessibility. OneCommand's LiveChat solution is one way the dealership takes that service approach from their showroom to their website.

This solution offers the ability to instantly connect to a dealership contact that can address any sale or service questions personally and through a media that allows for ongoing two-way communication. The dealership's LiveChat resource reinforces to the customer their commitment to personalized care.

"Our users find LiveChat simple to use and the staff behind the technology trustworthy," continues Hillis. "It's time saving for customers and cost effective for the dealership. Crown Nissan provides support through an instant connection and that's been instrumental in helping us to increase our web leads while also reacting to the needs of our customers on a timely basis.

"The interaction with our customers is priceless and significantly influences the overall buying decision. LiveChat has had an immediate impact on our business through increased average RO values, as well as through up sell opportunities and cross selling. Overall, we've experienced a 38% increase in the closing of our online sales leads."

With assistance just a click away, Crown Nissan continues to build upon these lasting relationships instilling customer confidence and trust. They've experienced increased customer satisfaction and brand loyalty. Today it's been over 30 years since the first family-owned Crown dealership opened its doors. But each and every day the experience remains the same. Crown continues to 'wow' customers with their personalized approach, proving some things never change.

