

Dealer Profile

Ed Voyles Honda

Pete Richards / General Manager

Valery Voyles / Owner

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- Pete Richards / General Manager

Serving customers for over half a century, Ed Voyles Auto Group is a historic gem preserved just outside of Atlanta, in Marietta, Georgia. Each of their group's six dealerships strive to serve their customers to the very best of their ability, making each sale as unique as the vehicles they sell. As a two-time recipient of Honda's exclusive President's Award, Ed Voyles Honda carries on the group's traditions with the same splendor, grace, and charm of Marietta's sophisticated roots. Warm, southern hospitality literally drips from the walls here and even the most cynical critic would be lost in the experience.

"As one of Honda's largest dealerships, we sell about 550 new and used cars a month," explains Pete Richards, General Manager of Ed Voyles Honda. "So many of our clients are repeat or referral customers. Every investment made with Ed Voyles Honda is an investment in our trust and confidence."

Ed Voyles Honda attributes their success to the longevity of their people. As a family-operated business, Ed Voyles passed the reins to his three children. By promoting within and grooming their people, they've tailored a master plan for generations to come.

"The automotive industry is fiercely competitive. With the hectic work day, it is almost impossible to follow-up on every lead which is essential to success," explains Richards. "Back in 2005 at NADA's Annual Convention, I was introduced to OneCommand and gave their relationship management practices a try. That same year, we not only reached our goals as a company, but also achieved national acclaim with Honda's Presidents Award. OneCommand has been the single best investment I've ever made!"

In fact, in just a few short months after partnering with OneCommand, Ed Voyles Honda ran a routine appointment reminder campaign using a voice of authority communication. Implementing this single campaign in conjunction with their normal operations resulted in a 15% increase in appointments show ratio.

As a best practice, they have instituted a monthly campaign using voice, email and text messaging. OneCommand solutions complement current advertising efforts and continue to make a substantial impact on their results.

"The support provided by our OneCommand support representative is second to none. A recent on-site visit was the best two hours I have spent with a vendor. I have loved OneCommand's products since I signed up in 2007, and still do. Our support representative provides innovative ideas that we could use immediately! Our account manager is welcome in our store anytime, in fact I look forward to his next visit," explains Richards.

Richards raves, "OneCommand's suite of solutions are an essential part to every business. And the reporting, well, it's detailed and available to me anytime online.

If you don't have this product for your business, you're not thinking long-term." He continues, "Just the other day, a neighbor I've known for years called to thank me for my call – a call made using OneCommand's voice messaging solution. With OneCommand, my voice really does have an impact on my community."

In a time of soaring gas prices and a budget-conscious society, Ed Voyles Honda's unique communication strategies have paid off and their efforts continue to make a remarkable impression on their growth and success.

"As an organization, we are always going to be facing new challenges and opportunities," said General Manager Pete Richards. "It's how we overcome those hurdles that define us." With the confidence of their customers and the commitment of their staff, Ed Voyles Honda will not only remain a constant fixture in the community of Marietta, but a welcomed constant in the minds of the customers they've touched.