

Dealer Profile

Frank Z Chevrolet

Jeremy Barnhill / Sales Manager



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A modest, brick building bordering the University of Dayton campus has been the home of Frank Z Chevrolet for 50 years, yet its community ties go much further back. A well-known Dayton landmark and now dealership, Frank Z Chevrolet’s roots date back to the late 1800’s when the small suburban town needed a method of transportation and the town’s socialites launched the first street car to serve the well-knit, downtown Dayton community. Serving as a Midwest transportation hub, the location was recognized as a means for the community to stay connected. Today, over a century later, Frank Z Chevrolet still follows this precedent, making the connections with their customers their top priority. For generations Frank Z Chevrolet has been recognized as a dealer you can trust. Customers will drive as far as one hundred miles from neighboring cities like Cincinnati and Columbus, just to buy a car.

“We’ve adapted to meet the ever-growing needs of our customers, while preserving the overall structure and foundation of integrity we were built upon,” said Sales Manager Jeremy Barnhill. “Frank Z Chevrolet aims to put our customers first – to let them know that their satisfaction is our greatest concern. The loyalty and retention we are rewarded with is evidence that our approach works.”

Barnhill adds, “Setting ourselves apart from the competition means everything in this industry. There are more tools available for consumers to shop around today than there has ever been before. At Frank Z, we genuinely care about our customers and look to solutions like OneCommand to help us convey that. Building that relationship and establishing that trust let’s us do our job - providing products and services specific to their needs.”

Frank Z Chevrolet has out matched their competitors in almost every aspect of the business. From the moment you step foot in their recently remodeled showroom, each customer is greeted with a friendly face and warm atmosphere. The dealership’s full coffee bar, internet cafe and

children’s activity area are just a few of the small things that make a big difference. The service drive mirrors the showroom with an added executive business center and drive-thru bay. The dealership and its staff make every effort to make their customers feel at home. Using OneCommand, Frank Z Chevrolet nurtures their customer relationships and fuels their community-outreach – helping to distinguish themselves even more.

“OneCommand allows us to tap into our database and effectively communicate. I can segment my data to target a specific audience based on my marketing plan,” continues Barnhill. “OneCommand multi-channel communication helps us to demonstrate our appreciation and keep the lines of communication open. The benefit to our customers and to our bottom line is tremendous.”

Barnhill adds, “Regular and consistent communication to customers is essential in today’s market. OneCommand also offers us the ability to implement special campaigns and promotions to augment specific areas of the dealership. In March, for example, we delivered a special invitation in conjunction with March Madness to over three thousand of our customers. In just a two-week period, we serviced 359 vehicles and sold another 20. You can’t beat the flexibility or the results of their multi-channel approach.”

This July, Frank Z Chevrolet celebrates 50 years serving the city of Dayton. The dealership has seen generations of customers, cultural changes, and community growth. They have watched as area businesses have come and gone, and witnessed expansions of a major university. But most importantly, Frank Z Chevrolet has continued to fill the vehicle needs of their customers, rewarded with loyalty, retention, and continued success.

