



Freedom Dodge Chrysler Jeep has become a well-known local dealership since it began servicing the Lexington, Kentucky community in the early 1980s. Under its current ownership for the past 18 years, Freedom has developed a reputation for giving back – participating in nearly all

charities that have local ties. From its involvement with the American Cancer Society and MADD (Mothers Against Drunk Driving) to its compassion for the Humane Society and Children's Charity of the Bluegrass, Freedom and its employees continually nurture their local community.

“Supporting local organizations is essential to staying connected in our community. Knowing that what we do helps to make a difference in the lives of our customers and other community members allows us to give back and reward them like they have our dealership.”

Much like the community ties that Freedom has built, it also strives to build this bond with its customers by partnering with OneCommand. Introduced to the solution over 3 years ago, Freedom saw it as a great way to aid in their communication to customers and prospects.

“Simple and relevant communication with customers is the best way to ensure that you'll earn their business in the future. We carry this philosophy over into every department in our dealership. Whether we are simply expressing our thanks, wishing them a happy birthday or reminding them of an appointment, we try to make our customers feel special and valued – that's what it's all about.”

As a result of implementing OneCommand, Freedom has been able to not only keep in constant contact with its customers, but also target the market in a way that truly elicits response. Delivering personal communications using a voice of authority is working in more ways than one – driving business, loyalty and tremendous customer appreciation!

In an industry that is flooded with solutions claiming to aid with customer retention and owner loyalty, Freedom Dodge Chrysler Jeep has made a firm decision to go back to the basics – focusing on the customer and making sure that they receive the personal attention needed to ensure a great experience and a lifelong relationship.

“OneCommand – I saw it, I liked it and I tried it. Then I liked it even more and have loved it ever since. It is the best tool in the market to keep me in touch with my customers. It manages our database and customer LifeCycle better than anything else I've seen.”

Paul Cleaver
President

