

Dealer Profile

Henderson Hyundai

Hollywood Pritchett / Service & Parts Manager



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For the last 20 years, Henderson Hyundai has served the communities of Boulder City, Henderson, Las Vegas, Searchlight & Laughlin, Nevada. They even service loyal customers coming from nearby states such as Arizona and Utah. The employees at Henderson Hyundai pride themselves on being family friendly, down-to-earth, and most of all committed to exceptional customer service.

Pritchett was first drawn to OneCommand during a presentation at a Hyundai Motor America Function; he loved how easy the product was to use and the competitive pricing. With OneCommand's promise to offer timely, relevant and personal follow-up to every customer, the program was a perfect fit for the service department at Henderson Hyundai. Launching with OneCommand's ServiceConnect program in September 2009, Pritchett aimed to increase customer retention.

Reflecting on whether or not OneCommand was able to help him achieve his customer retention goal, he responded excitedly, “OneCommand has not only been simple to implement and cost effective, but most importantly, it works! Of course it has helped us to achieve our retention goals!”

Henderson Hyundai's Fixed Operations program includes the delivery of voice, email, text and targeted mail. These channels are utilized in concert to positively impact service retention, frequency of service and revenue. Taking advantage of several “booster” products in the OneCommand suite, Henderson also depends on CallCapture, LiveChat & WebTrack solutions to improve their bottom line. This approach has been embraced by the staff at Henderson Hyundai wholeheartedly who now have, “more time to spend with the customers to get all the needed information and build a lasting relationship,” according to Pritchett. He continues, “the rest is done for them by OneCommand.”

Current economic conditions have made customer retention a goal for Henderson Hyundai, year after year. In the past 12 months, two dealerships in the same market area of Henderson Hyundai have had to close their doors. “OneCommand has helped us stay in business. It keeps customers coming back and assures customer satisfaction is high,” says Pritchett.

Henderson Hyundai has heard a lot from its customers about the program, receiving regular positive feedback on the communications they receive. Comments like, “Hey Hollywood, thanks for reminding me about my appointment,” are not at all uncommon. It's no wonder then that OneCommand has had a significant impact on Henderson Hyundai's appointment show ratio – moving the needle from 25% to 60%.

In addition to the integrated and automated multi-channel communications being delivered, OneCommand helps Henderson Hyundai to plan and execute special campaigns that address unique market needs or seasonal promotions.

In one instance, Henderson Hyundai made a decision to extend its service hours to compensate for the increased service needs due to local dealership closures. Almost instantly, Pritchett was able to reach out to more than 12,000 service customers with the great news. Not only did this ensure his customers were informed of the change, but the dealership experienced the benefit of communicating this valuable information first hand – writing an additional 693 ROs and making an extra 11 vehicle sales.

On another occasion, to celebrate the holiday season, Henderson Hyundai hosted a Holiday Fun Day. OneCommand helped the dealership to deliver invitations to customers and prospects - resulting in a fantastic turnout and unbeatable ROI – 642 additional ROs closed and 15 vehicle sales.

“The turnout to this customer appreciation event was amazing! We had between 300 – 400 people join us! The hotdog vendor ran out, the face-painting lady had a long line all day, and Santa was there too. It is definitely an event we will run next year, except we will make it bigger, with the help of OneCommand of course!” explains Pritchett.

Henderson Hyundai continues to deliver on its promise to provide unparalleled service to every customer and prospect who comes into contact with the dealership. Armed with a dedicated staff and solutions that make outreach more effective, efficient and powerful, their success is limitless.

