

Dealer Profile

John Johnson Dodge

John Johnson / Owner



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Just 30 miles outside of New York City sits Boonton, New Jersey a small town that's home to John Johnson Dodge. After changing ownership in 2006, new owner John Johnson knew some drastic changes were needed in order to ensure the struggling dealership's survival. Since then, he's been relentless in his efforts to conquer that task.

Just one month after taking over the dealership in December 2006, Johnson turned to OneCommand to deliver relationship marketing solutions.

“The program allowed us to reach out to customers and prospects in ways we knew we needed and wanted to, but in an automatic, hands-off manner and through a variety of communication channels.” describes Johnson.

By the summer of 2008 the dealership had transformed into a successful and profitable business, at which point OneCommand profiled their progress. And now, several years later John Johnson Dodge still attributes its success to three key factors: solid processes in the dealership, support of community outreach and the implementation of OneCommand.

Since reporting on their success in 2008, John Johnson has continued to look forward and grow his business, but not without challenges along the way.

“In 2009, when Chrysler announced their bankruptcy, I knew that we could have our franchise taken away, and since we are a stand-alone Dodge store, I was unsure if we would survive,” recalls Johnson. He continues, “But as soon as we knew Chrysler would keep the John Johnson Dodge store open, we relied on OneCommand to deliver a voice message to our customers. For the next three hours our phones did not stop ringing, customers just kept calling in to congratulate us. Nothing could have affirmed our place in the community more.”

Perhaps that's part of the reason that the dealership continues to promote the importance of community outreach and support. The Boonton community obviously feels the same, having joined together to support their drive for Cell Phones for Soldiers for the past 2 years. For this year's drive, OneCommand helped to spread the word to 3,979 customers and the response was heartwarming and great for business. The benefit to the soldiers gave customers a reason to stop by and the dealership the opportunity to recapture lost souls. A couple of school-aged children even brought two gigantic boxes, probably close to 300 phones, that they had collected at school. As a result of the drive, John Johnson Dodge was able to close 286 ROs for \$92K in service revenue and make an extra 4 vehicle sales.

As John Johnson Dodge plunges ahead into the second half of 2010, added to their recipe for success will be “cost control.”

“OneCommand will certainly help with that. It's moderate cost will be a key to our continued success,” comments Johnson.

An Internal Marketing Manager will also lead the dealership's utilization of seasonal campaign recommendations offered by OneCommand that are essential to keeping customers informed of events taking place in the dealership.

While the automotive industry still faces many challenges, John Johnson Dodge is proud to have persevered. The team at John Johnson Dodge boasts a 100% CSI rating and a 65% sales rate to repeat or referral customers. Their plans to remain cost effective and deliver personal communications to customers will without a doubt propel future success.

