



"In an industry like ours, it's important to have the right people. I'm very proud of the fact that we promote from within. Our average employee has worked for Kings over 15 years."

Gerry Carmichael
General Manager



In business since 1987, Kings Toyota is known today having the nation's largest Toyota showroom. This Cincinnati-based dealer is equipped with space dedicated to showing new and Toyota-certified used vehicles, and also provides some added features; such as a nine car delivery area, a Starbucks, six gigantic HDTVs, a snack bar, video games for the kids, free wireless internet access, and custom display turntables. With over 1,000 Toyotas available, a showroom like this could easily feel overwhelming. However, with a staff focused on helping customers to feel at ease, Kings Toyota makes it work to their advantage. They're so focused on customer satisfaction, in fact, that they guarantee to send you home happy with the vehicle of your choice.

"Kings Toyota makes the buying process convenient for our customers," explains General Manager Gerry Carmichael. "Our showrooms are clutter-free and employees are beside the customer every step of the way."

By eliminating the stereotypical hassling over price, Kings Toyota has designed a showroom of round conference tables and a fully equipped business center. They've put their best foot forward by offering one price – the best price. Interest rates and payments are determined upfront, so the customer understands exactly what they are buying. Selling over 700 new and used cars a month, Kings Toyota is able to contact customers more efficiently using OneCommand.

"Our daily 'Thank you' call has worked tremendously for company morale," explains Carmichael. "We've been able to increase overall customer satisfaction by a remarkable 10%. Employees are on their toes and conscious of client needs. So much in fact, we've achieved an average CSI rating of over 96%."

Kings Toyota uses a unique approach to their campaigns, sending out private invitations by phone. Through the voice of authority, they are able to preview sales events to current clients before the general public. By making these campaigns exclusive to their current clients, they have strengthened these relationships and significantly increased owner loyalty.

"Being able to turn on a dime is of big value in our business," says Carmichael. "We use it every day as a follow-up tool, to track calls, and just build our brand and create top-of-mind awareness with our customers. Using these great services, we are able to attribute an additional 8 to 10 vehicles sold a month to our 'silent' partner, OneCommand. Consistent, professional and timely communication to customers is helping us to build business. The right message, at the right time really works!"

