



The name Long-Lewis dates back to the early 1900's in a small town hardware store just outside Birmingham, AL. As one of the first carriers of the Model-T, William J. Long became known for his visionary belief in the "automobile" of the future. The Long-Lewis name also carries with it a rich history, both in customer and employee satisfaction – a long-standing tradition and practice that Long-Lewis Ford Lincoln Mercury of the Shoals has nurtured and developed. They strive daily to create an ideal environment, promoting longevity and enriching the customer relationship.

"I firmly believe our employees, all 180, are the most important asset we will ever have," explains Owner Todd Ouellette. "We take measurements to make sure employees have a voice."

This powerful message not only speaks of their performance, but also shadows their everyday way of life. This unique approach can be seen displayed on the Long-Lewis showroom floor. Unlike your typical showroom, employee desks cover the entire shiny, tile floor. This arrangement not only caters to the employee but also those patrons they serve. The facility contains an in-house cafeteria offering breakfast and lunch, and a full-service car wash is used to recognize customers on other special days.

Ouellette continues, "We believe the happiness and success of our employees spills over to satisfaction with our customers. It's contagious."

Todd Ouellette must know a bit or two about operating his dealership and continued success. After all, Long-Lewis Ford Lincoln Mercury of the Shoals has been recognized eight times with the prestigious Ford President's Award, ranking first in their region 7 out of 8 times.

"We no longer worry about tracking our success," says Customer Relations Manager Tricia Lane. "Our sales and attitudes reflect that. It's important we maintain relationships by building and strengthening those bonds. OneCommand offers solutions to greatly enhance that relationship." Using OneCommand, Long-Lewis is able to touch their community on a much more personal level – delivering timely, professional and relevant messages to their customers and prospects from a voice of authority. This approach further solidifies their commitment to customer satisfaction.

Long-Lewis carries this way of thinking through to all areas of the business. Instead of contributing advertising dollars to local in-store promotions or media, a much bigger plan is in place that leverages community outreach and involvement with various charitable organizations. From annual events benefiting children, to Thanksgiving turkeys for those less fortunate, the unique ways in which the dealership gives back leaves a lasting impression. Long-Lewis Ford Lincoln Mercury of the Shoals has definitely left its mark on the community for many generations to come.

"We take a 'customer-centered' buying approach. Everyone should be treated the same, which means no haggling over price. We offer the bottom-dollar price everyday. OneCommand helps us with retaining all customers valuable to our organization."

Todd Ouellette
Owner

