

Dealer Profile

Palmen Dodge Jeep of Racine

Steve Kaufman / General Manager



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Palmen Dodge Jeep of Racine, founded on the basis of putting its customers first, has become one of the largest dealerships in southeastern Wisconsin. Their knowledgeable and talented staff extends this commitment during every interaction and opportunity. This attribute has become paramount to Palmen's success, providing first-class customer service to every person that sets foot into the dealership.

Another characteristic that sets Palmen apart is its involvement in local community and outreach programs. They participate in an after school program in which local high school students are trained in the intricacies of dealership operations. Additionally, for the past several years, they have participated in Toys for Tots and food collections for the underprivileged in their community.

Since 2005, Palmen Dodge Jeep of Racine has been utilizing OneCommand's multi-channel marketing solutions. Originally, they gravitated to the simplicity and immediacy of delivering voice messages to its database, especially to disperse service notifications. Like many dealerships, service retention and frequency of visit is central to Palmen's long-term success. Especially powerful and beneficial have been the service appointment reminder voice messages and overdue maintenance communications.

Steve Kaufman, General Manager of Palmen Dodge Jeep of Racine explains, “The Return on Investment will at least meet, but it will probably exceed your expectations. The cost is minimal compared to the benefits we have experienced as a result of OneCommand's solutions.”

Whereas some dealerships communicate solely as a means to earning additional revenue, Palmen differentiates itself by consistently communicating throughout the year. A seasonal tradition that has been adopted and embraced by its community are customer appreciation BBQs. They serve as a no-pressure environment for local community members to relax and enjoy the company of friends and family. Palmen Dodge Jeep also delivers Happy Birthday and Happy Anniversary messages – an added touch that goes a long way in building and maintaining its customer relationships.

Palmen Dodge Jeep expanded its use of OneCommand's solutions to include Email, CallCapture, Live Chat and Online Scheduler. These product enhancements have been beneficial to the sales department and service drive. Not only has the dealership steadily grown and extended its effectiveness, but the staff utilize their time more efficiently. Now, far less time is spent on the phone. Every interaction, no matter how small or large is used to make a positive impression.

Kaufman continues, “OneCommand is a simple and convenient way to enhance the advertising and technologies that we already have in place. I continue to be impressed by the way these solutions complement each other. They can stand alone and produce great results, but when paired together, the power of these solutions is astounding!”

Recently, Palmen Dodge Jeep of Racine delivered an email to 3,000 customers informing them of a tire sale. As a result, they experienced 23% response rates and generated \$11,500 in service and parts revenue.

“The success we have experienced can be attributed to our core values, OneCommand's solutions and the ongoing guidance of their support team. Having a solid product is a great strength, but what distinguishes OneCommand is their experienced and talented team of service professionals. I know they are just as invested in our success as I am!”

What is Palmen Dodge Jeep of Racine's secret ingredient? According to Kaufman, “We take pride in the customer relationships we have cultivated over the years. As we continue to expand our database, we must constantly prove the value of the communications we are delivering and avoid being repetitive. Patience has and will continue to pay off for our dealership. It takes only one misstep to damage a relationship with your customers.”

