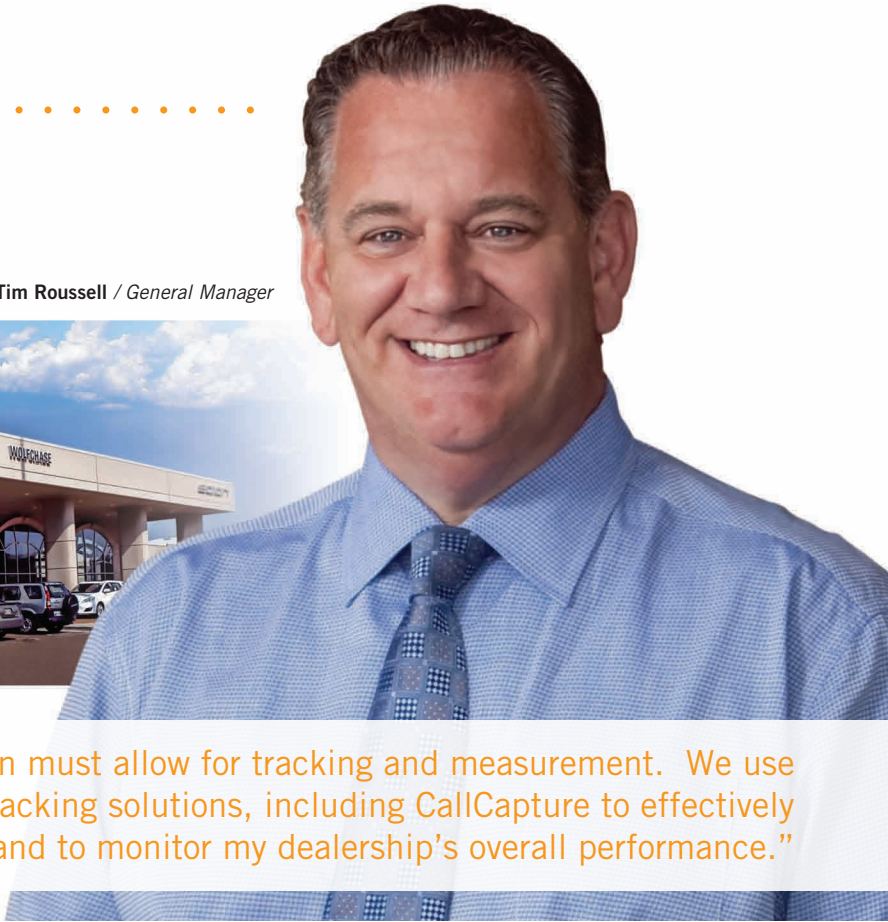


Dealer Profile

Wolfchase Toyota

Tim Roussell / General Manager



“Any good marketing plan must allow for tracking and measurement. We use OneCommand’s many ROI tracking solutions, including CallCapture to effectively follow-up on every lead and to monitor my dealership’s overall performance.”

Just minutes outside of Memphis, Tennessee sits a Toyota dealership embracing the many changes taking place in today’s automotive market and setting a superior standard for automotive dealers nationwide. Wolfchase Toyota, a Penske Automotive dealership based in the southern suburb of Cordova, has been strategically adopting new technology and leveraging the solutions it brings to help ensure an exceptional ownership experience for every customer.

“Customer satisfaction is our number one priority,” explains General Manager, Tim Roussell. “Car buyers are no different than you and me. They want the best vehicle, at the best price. Wolfchase Toyota takes pride in being recognized as one of the best places to buy a vehicle. Whether a customer visits our showroom or our website, we want them to feel confident about doing business with us, so we aim to equip them with the resources they need to make an informed decision.”

Wolfchase Toyota maintains its commitment to excellence using many social media networks. Customers can access a Wolfchase Toyota blog, follow and keep up with the dealership on Twitter, or watch video collections on YouTube. Building a relationship and earning trust are challenges this dealership faces head on by being accessible through the networks their customers and prospects depend on.

“The use of social media has extended an opportunity for exponential growth,” Roussell continues. “Using social networks, we’re able to provide an instant and always available connection to the dealership. That’s helping us to interact with and respond to customers and prospects in a much more engaging way. This kind of forum helps our customers to feel empowered, like they have a voice and that they have a way to share feedback or seek information that is unobtrusive and free from pressure. Sharing positive experiences in this way is leading to significant increases in referral business. Consumers trust each other and when we’ve got current customers singing our praises, that praise goes a long way.”

Internet Manager Tim Scoutelas adds, “Our hassle-free approach to customer interaction has opened the lines for other channels of communication tremendously. Using OneCommand’s multi-channel solutions, we’ve significantly impacted our business. Timely, relevant and professional communications delivered through our customer’s preferred channel, have been welcomed by our customers and essential in influencing their behavior.”

In just five months, Wolfchase Toyota has made close to 200,000 impressions using multi-channel communications. Using OneCommand’s advanced data segmentation tools, Wolfchase Toyota is able to deliver campaigns unique to their customers’ needs. A recent campaign delivered to customers announcing extended dealership service department hours sparked tremendous customer response. Over a period of 30 days, customers who received the communication accounted for nearly 30 additional vehicles sold, over 1500 ROs and more than \$220K in service revenue.

“Any good marketing plan must allow for tracking and measurement. We use OneCommand’s many ROI tracking solutions, including CallCapture to effectively follow-up on every lead and to monitor my dealership’s overall performance. My goal is to increase traffic and sell more cars. But at the same time, I value the relationship I have with my customers and I treat them, as I would want to be treated.

OneCommand helps us to ensure we are enhancing their experience with us through consistent and courteous communication,” says Roussell. “At Wolfchase Toyota, we value the relationships we forge with our customers and take advantage of every opportunity we can to strengthen that bond.”

