



## CASE STUDY

### PAIN POINTS:

- Utilize an easy-to-use, user-friendly CRM
- Employ a less complicated UP tracking system
- Increase sales gross and units sold
- Adopt a truly customizable CRM program

### HOW DID WE HELP?

Signing on to the OneCommand HigherGear solution resulted in:

- Surge in units sold
- Improved sales staff follow-up with UPs
- Higher productivity for management and sales team
- Increased Be-Backs and Closing ratios

### STATISTICS TO SHOWCASE

**56%**

INCREASE  
IN VEHICLES  
SOLD

**269%**

INCREASE  
IN BE-BACK  
RATIO

**49%**

INCREASE  
IN CLOSED  
RATIO

**MICHELLE  
FITZLER**  
Marketing Director



"We were drawn to the OneCommand HigherGear CRM because of its ease of use and the fact that it integrates seamlessly with our DMS. It's very user-friendly, especially for the sales staff, and you receive unparalleled support. The tool is also great because it is fully customizable to our dealership. It's been an excellent experience working with OneCommand; they truly care about us as a customer."