

Dealer Profile

Greenway Automotive Group

Daniel Colón / Director of Business Development



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The Greenway Automotive Group is one of the world's most progressive automotive companies. Headquartered in Orlando, the Greenway Group has been serving communities in Florida, Alabama, Tennessee, Texas, and China for more than 15 years. The differentiator for this group is its management team, which continues to develop innovative processes aimed at revolutionizing the industry while maximizing efficiencies. In fact, the Greenway leadership team maintains Key Performance Indicators (KPI) that influence dealership standards and benchmarks in the global auto industry.

The team at Greenway is dedicated to exceeding expectations, every day with each customer. Today's consumer wants fair pricing and value in a professional and courteous atmosphere. Greenway does this in two ways: by attracting and retaining some of the industry's most talented employees, and by treating the needs of each customer with paramount concern. The Greenway team calls this philosophy "Why Buy?" It accentuates the reasons why consumers should buy from them instead of their competitors. This philosophy is their recipe for success and is engrained in each employee to ensure it is used during every customer interaction.

Although the Greenway team has made strides in the industry to deliver stellar customer service each and every time, they haven't done it alone. In mid-2011, the Greenway Automotive Group turned to OneCommand to help them provide consistent messaging to their customer base. "We had so many different vendors the communications sent to our customers were inconsistent. In some cases, we weren't even aware of what communications were being sent," comments Daniel Colón, Director of Business Development at Greenway Automotive Group. With the adoption of OneCommand's solutions, Colón was able to shut down all other customer communications and deliver a consistent, cohesive, non-redundant message to customers. In fact, the Greenway stores that Colón manages were able to eliminate \$2,000 a month in additional marketing costs by utilizing OneCommand's Customer Marketing and Loyalty Automation Platform™.

Colón, who manages the marketing efforts for 11 stores in the Orlando area, has been able to get in front of the customer to provide vehicle information or specials, and successfully build the Greenway brand by leveraging OneCommand's solutions. "Consolidating our marketing strategy for multiple rooftops has allowed me to have more control and ensure we deliver an effective message to each customer," comments Colón. "The OneCommand team has also allowed me to protect my marketing ad dollars, ensure proper staffing in the BDC department, and improve our dealership's company-wide KPIs."

Initially, Colón was impressed by OneCommand's service to the dealership – the in-store field support, ongoing service for questions, and the ease of getting help. He soon began to realize other aspects of his business that started to improve. "The program created awareness and interest among the dealership staff, particularly the GMs and Directors, about the marketing efforts for their store. More importantly, they wanted to know more about marketing and what was being sent to customers," states Colón. "A culture shift has happened at Greenway, the employees are excited about the extra traffic and although there has been some growing pains, they love it."

The well-coordinated marketing effort that Colón delivers for his stores has returned big results. Greenway Chrysler Dodge Jeep executed a "Ring in the New Year" email campaign that returned 1,000 ROs for \$179,000 in service revenue and 36 vehicle sales.

"The most exciting aspect, and probably most important part of the partnership with OneCommand is our increase in customer engagement," notes Colón. The Greenway Group has seen a dramatic upturn in customer interaction through email. This has spawned a new email collection KPI for the employees and the company as a whole has started focusing more on ensuring accurate email addresses are collected and entered into the DMS for email marketing efforts. "The customer engagement we have seen through email is generating additional traffic to our showroom and service drive, plus it has increased our appointment show ratio in our service lane." A quick look at the Greenway Auto Group's data will show they have at least a 51% email database collection rate, with some stores as high as 74%.

Although Colón could not name his favorite marketing channel offered through the OneCommand platform, he does like the multi-channel approach. He comments, "Some channels offer you a quick and speedy way to reach your customers, while others offer you a way to deliver a professional, personalized message."

Part of the OneCommand platform is a monthly Campaign Tool Kit; this collection is available to active dealers and usually contains four to six "campaign-in-a-box" ideas. Enrolled dealers are encouraged to use these campaigns to communicate seasonally relevant content to their customers. Each campaign utilizes a multi-channel approach to reach consumers and is included in every OneCommand package. "OneCommand makes it easy to order campaign creative. All I have to do is place my order online and they do the rest. It's a simple process and OneCommand does all the work," states Colón.

All the enrolled stores in the Greenway Auto Group have utilized one of these seasonal campaigns to generate additional traffic and revenue. Below are some of the top performing campaigns:

- Veterans Ford delivered a "Did You Know" campaign highlighting the dealership's service convenience options to return an additional 295 ROs for \$54,000 in service revenue.
- Orlando Kia West sent love to customers on Valentine's Day to return an additional 389 ROs for \$47,000 in service revenue and 12 vehicle sales.
- Greenway Ford informed customers of their EGGstravaganza savings for the Easter holiday to return an additional 500 ROs for \$124,000 in service revenue and 28 vehicle sales.

In addition, each OneCommand package comes with a dedicated Client Manager. This individual provides marketing consultation and oversees campaign delivery to ensure each message delivers maximum results. "The level of service the OneCommand team provides is amazing," states Colón. "I feel like I am treated like family."

With so many customer loyalty and marketing automation solutions out there, it is often difficult to know which one will work best in your dealership. Colón has the answers, "If you want the ease of delivering multi-channel communications to customers at a reasonable price that generates additional revenue, you need OneCommand. The solution is a steal - you can't beat it!"

