Dealer Profile

Lester Glenn Hyundai

Adam Kraushaar / President

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The Lester Glenn Automotive Group has been servicing the communities of Toms River and Manahawkin, New Jersey since 1956. Today, the group supports Buick, GMC, Chevrolet, Mazda, Subaru, Chrysler, Jeep, Dodge and Hyundai franchises. The recipe for Lester Glenn's success is offering a hassle-free buying experience in a friendly atmosphere where their courteous and respectful team treats customers with dignity.

Lester Glenn Hyundai signed up with OneCommand in July 2008. "I heard through the grapevine that OneCommand was a great company to partner with," remarks Adam Kraushaar, President of Lester Glenn Automotive Group. Since the introduction of OneCommand, the Lester Glenn Automotive Group has been able to achieve service retention of 80%!

Kraushaar was originally drawn to OneCommand because of its ability to deliver "highly personalized and automated communications to customers." He continues, "We needed a way to reach lost soul customers, re-engage them and drive them back into the Service Department. In addition, we were also looking for a follow-up program for our service customers to thank them for their business and ensure their satisfaction following a recent visit. Plus with OneCommand, we don't need to worry about one of our team members having a bad day, being sick or not following up at all - it's automatically done for us. OneCommand is fantastic!"

"The ability to leverage a true multi-channel marketing solution to deliver timely, relevant and effective messaging - via voice, text and email - helps us to ensure the customer's expectations are met or exceeded and that they were completely satisfied with their experience," comments Kraushaar.

Beyond service retention communications, OneCommand also provides a series of relationship-building, automated communications. One such example is the birthday campaign, which is delivered to customers on their birthday. For Lester Glenn's customers, Kraushaar sings a portion of the birthday song in his message. He remarks, "at least once a week I receive a call from a customer who thanks me for remembering their birthday."

An additional feature that Lester Glenn utilizes is the ability to send one-time campaigns to targeted audiences. For the Back to School Season, Lester Glenn Hyundai offered service specials to get customers' vehicles ready for the carpool lanes. This campaign reached 21,503 customers and returned an additional 1,703 ROs for $267K in service revenue.

"OneCommand helps us get the word out about events, specials, incentives or any type of happenings in the store," comments Kraushaar. In September, Lester Glenn changed their service hours and they utilized OneCommand's email tool to deliver an informative message to customers. This simple campaign alone reached 21,489 customers and returned an additional 2,107 ROs for $337K in service revenue. With returns like this "my Service Department is completely bought in to OneCommand's products, methodology and processes," states Kraushaar.

The Lester Glenn Automotive Group also utilizes a series of prospect follow-up voice communications. "After a prospect visits and doesn't purchase, we send a follow-up voice communication to acquire feedback about the visit and to ensure all questions were answered. It gives us a second chance to make a lasting impression and encourages them to return," remarks Kraushaar. This proactive prospect follow-up strategy has returned an additional 77 vehicle sales in the last year at Lester Glenn Hyundai alone.

Kraushaar and his team at Lester Glenn are perfect examples of how OneCommand's products are intended to help and complement processes already in place at the dealership. "We experience and measure a great return on investment from OneCommand; they have been a valuable contributor to the success of the Lester Glenn Automotive Group," comments Kraushaar.

In closing, Kraushaar states, "For all the vendors that claim to help my business, OneCommand is the real deal – they definitely add value."

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