



Auto/Mate® | by DealerSocket

# Mangold Ford

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Mangold Ford's Accounting  
Greatly Increases Efficiencies,  
Reduces Costs with Auto/Mate



Life in accounting can be difficult, especially when you have to rely on other departments and too many manual processes. But for Illinois-based dealership Mangold Ford, switching to Auto/Mate greatly increased efficiencies in its accounting department while reducing overall dealership costs. Since switching to Auto/Mate in 2009, Mangold Ford has saved more than \$72,000 per year, and the accounting department has achieved such significant time savings that the next time an employee leaves, there will be no need to hire a replacement.

**The Need:** Mangold Ford sells upwards of 80 units per month and has more than 65 employees. After the 2008 recession, dealer Mike Mangold decided to switch DMS vendors as a way to reduce expenses. Mangold involved his department managers, including Office Manager Joni Allen, in the selection process. The team chose Auto/Mate because of the potential cost savings and because they trusted the sales team that had given the presentation. “Auto/Mate had a wonderful team who came in here and worked with every manager to prepare them for the changes,” Allen said.

**The Solution:** Auto/Mate’s strong customer support stood out to Allen while she was becoming familiar with the new system. When she called with a question, 90 percent of the time she was immediately connected with a person and her issue was resolved immediately. Mangold’s DMS switch reduced the dealership’s monthly bill by thousands, adding more per year to its bottom line. In addition, the dealership saves another \$300 per month by printing everything on plain paper instead of the costly forms required by the previous DMS vendor.



**The Results:** Beyond cost and savings, it wasn’t long before Allen began to realize significant efficiencies in her department. “The main thing is that we can do several different tasks at a time, which we couldn’t do with our previous system,” she said. Auto/Mate’s DMS enables users to have multiple tabs open on their screen at a time. If Allen is posting daily receipts and a customer calls wanting to know how much they owe on their last RO, she can simply click on the service merchandising tab, type in the customer name or RO number, answer the customer’s question, then click back to the tab where she was entering daily receipts. With the previous DMS system, she had to exit the accounting system and open up the service merchandising system. Then in order to resume what she was doing, she would have to leave the service merchandising system and re-open the accounting system.

“The ability to instantly click back and forth between tasks saves us an incredible amount of time, compared with having to quit and reopen different parts of the system,” Allen said.

Even more time has been saved in Mangold Ford because of Auto/Mate’s intuitive interface. Tasks and functions are represented with pull-down menus, buttons and text that allow users to simply choose what they want to do. “Our previous system required a 4-digit code in order to initiate a procedure,” Allen said. “Not having to look up codes for everything saves a lot of time and certainly makes training easier.”

Auto/Mate also helped to streamline the printing of W-2 forms. With their previous DMS, it took Allen two days to print W-2 forms for every employee. This was due to the requirement by the vendor to use pre-printed W-2 forms. “It took me an hour to make sure I had all the forms lined up correctly before printing,” Allen said. With Auto/Mate, she clicks just one button and all the forms are printed. “The first time I did it, I said, ‘That’s it?’ Now, when people want their W-2 forms early because they want to do their taxes, it’s no problem. I can do them all the first week of January even with closing because it takes no time at all.”

Allen said switching to Auto/Mate is the best thing Mangold Ford has done to reduce costs and increase efficiencies since her more than 13-year tenure. She adds that Auto/Mate’s DMS is more than capable of handling the dealership’s anticipated growth. “One of the misconceptions was that the system would be too small for us due to the volume of sales and service that we do. But we could triple in size and Auto/Mate would still work

### About Auto/Mate

Auto/Mate by DealerSocket is a leading dealership management system provider. Our innovative software delivers the functionality, flexibility and value dealers need to maximize profits, optimize processes and enhance the customer experience while saving thousands on their monthly DMS bill.

The addition of Auto/Mate to DealerSocket’s suite of products creates a new choice for dealers seeking a connected platform that’s driven by innovation and backed by award-winning customer service. Together, we serve more than 9,000 dealerships and 300,000 users. For more information, visit [www.automate.com](http://www.automate.com) or follow us on Facebook, Twitter or LinkedIn.