

Scott Volkswagen

Scott Volkswagen Experiences
Cost Savings, Customer Service
and Streamlined Processes



Cost seems to be one of the biggest factor when searching for a DMS that can service all of the needs of your dealership. Scott Volkswagen, the largest Volkswagen dealership in New England, saved more than half a million dollars and simplified its processes since switching to Auto/Mate in 2006. Scott Volkswagen's employees enjoy Auto/Mate's premier customer service while using the DMS to streamline the F&I desking and the special orders parts processes in their fixed ops department.

The Need: Several years ago, General Manager Brad Scott decided to switch from his legacy DMS provider when his dealership was on the receiving end of poor customer service. "We found a lot of highly unethical charges on our bill, and when we asked about them the company became threatening toward us. It was a terrible experience," he said.

Scott heard about Auto/Mate from another dealer and eventually chose Auto/Mate's DMS because of the value of the system and reputation of the company. "The cost savings and the customer service were the most significant reasons for the switch," he said. "Since 2006, we have saved more than \$75,000 per year, which adds up to over half a million dollars. I had also been told — and it has been proven to me — the customer service is excellent."

The Solution: When Scott decided to switch its DMS, some employees were resistant to the change. "They grumbled a bit, but within two weeks, they had pretty much adapted to the new system and agreed it was the right decision," Scott said. "Auto/Mate's DMS is much more intuitive and simpler to work with."

He also credits the smooth transition to Auto/Mate's renowned technical support. "Everyone on the phone at Auto/Mate is friendly and extremely helpful," Scott said. "They get us answers to questions we have the same day, and if one person doesn't know the answer, they'll go out of their way to find someone who does."

To maintain the dealership's high level of customer satisfaction, Scott consistently reviews processes to see where there is room for improvement. "Technology plays an increasingly important role in our processes, because it allows us to inspect what we expect and focus on areas of improvement as opposed to collecting data," he said.



The Results: In fixed ops, Scott acknowledged inefficiencies in their special order parts process. When employees in the parts department ordered a special part for a customer's vehicle they hand-wrote the RO number on a slip of paper and gave it to the service advisor. When the part came in sometimes the parts department wouldn't call, or the service advisor forgot to include it on the RO when the customer came in to get their vehicle serviced."

We contacted Auto/Mate, and they told us about their special parts feature," Scott said. "Now when parts orders a part it generates an electronic order and attaches itself to the customer file." With the hand-written system, Scott estimates that 10-15 percent of special orders were not getting billed out appropriately, but since implementing the system through the DMS, that percentage has dropped to virtually 0 percent.

Scott's father had a saying: "Well done is better than well said." Scott's focus on customer satisfaction and implementing technology solutions to support that focus helps him streamline processes while continuing to add to Scott Volkswagen's bottom line.

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 or follow us on Facebook, Twitter or LinkedIn.