

HONDA DEALER RIDES TO #1 WITH THE HELP OF BEHAVIOR PREDICTION ANALYTICS

○ SUMMARY:

With over seven decades of history in the automotive business, Gillman Honda Fort Bend has developed a wealth of knowledge about everything Honda - from the newest models, to quality auto parts and service. In 2017, the dealership started benefitting from a wealth of knowledge about its customers' buying behavior. By adding automotiveMastermind (aM) as a technology provider and marketing partner, Gillman Honda substantially changed and enriched its selling efforts. From now on, the sales team can use key data and valuable insights to easily identify and target the right customer at the right time with the right offer and messaging.

○ ABOUT GILLMAN HONDA FORT BEND:

While serving the Houston, Sugar Land, Katy, Richmond and Fort Bend, Texas communities, Gillman Honda settled into treating its customers like neighbors and friends. The dealership knew how important and big of a decision it was for people to purchase a car.

○ THE CHALLENGE:

Gillman Honda's goal has always been to put customers in new models that fit their lifestyles perfectly and to create loyal customers for life. There was a strong need to learn as much as possible about these individual wants and needs so that the sales team could predict the perfect time to reach out and motivate them to buy their perfect car.

○ THE SOLUTION:

Gillman Honda teamed up with automotiveMastermind in the Spring of 2017. aM's revolutionary technology is generating simple Behavior Prediction Scores® from 0-100 based on how likely customers are to buy. It feeds personalized profiles of each customer into the dealership's portfolio to each salesperson's desktop. The profiles also provide customer-specific talking points and behavior drivers that deliver simple and clear motivators on why a consumer is ready to buy.

In May, aM's unique communications platform began to deliver micro-targeted marketing campaigns that are highly personalized to each customer's unique situation. The omni-channel campaigns were comprised of direct mail, email and SMS texts.



Aldo Cortes
General Manager
Gillman Honda Fort Bend

THE RESULTS:

- Aldo Cortes, General Manager at Gillman Honda Fort Bend, summed up the dealership's first experience working with aM: *"May was a huge success! Crushed the competition! We were the #1 Honda store in the district in year over year new car sales. Mastermind was a large part of it!"*
- aM generated an impressive 32 new car sales in May - a 32% increase in sales over May 2016.
- GM Aldo Cortes assigned dedicated sales team members to work aM, which has been incorporated into the store's weekly sales meetings.
- As a local business owner who prides himself on personal relationships, Aldo Cortes is very pleased that aM Account Managers Nemer Sarriedine, Alex Southard and Abel Bogale have been visiting the dealership every month to train and work with staff.

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