

LEXUS STORE SHIFTS UP TO AUTOMOTIVEMASTERMIND

◉ SUMMARY:

Lexus of Towson in Maryland is a long-time subscriber to behavior prediction technology and understands its great value to their selling efforts. But the successful dealership wanted a technology partner with a more advanced platform and simpler interface that would motivate sales personnel to use it more frequently. That was their first objective towards driving more sales. The solution was automotiveMastermind.

◉ ABOUT LEXUS OF TOWSON:

Lexus of Towson has been an “Elite of Lexus” dealership and the Baltimore area’s #1 Volume Lexus dealer seven years in a row.

◉ THE CHALLENGE:

Despite the dealership’s standout performance, management knew Lexus of Towson could do better. It had been buying data services from a leading data mining firm for eight years, but because the sales staff found the technology “mediocre and clumsy,” just 30% of them used it. Another factor: While producing only “modestly satisfying” results for the dealership, the provider’s account team visited infrequently and, when it did, seemed to focus on upselling their contract rather than driving adoption.

◉ THE SOLUTION:

Lexus of Towson attributes storewide success to game-changing enhancements provided by automotiveMastermind:

- Behavior Prediction Scores® (BPS) from 0-100 based on how likely that customer is to buy today
- Behavior Prediction Drivers (BPD) that enable smart, meaningful marketing communications tailored to individual prospects
- A simplified interface that quickly and clearly provides the sales team with relevant information and talking points for each customer
- The authority and consultative tools it gives salespeople to close deals, streamlining the selling process
- serviceMastermind technology for building service revenues and winning conquest sales at the Service Drive
- Above and beyond customer support - says Paul Longaker, General Sales Manager, “Our automotiveMastermind Account Manager, Dan Gaughan, is a ‘rock star.’ We were all impressed by his training for the program launch at our store. He continues to visit regularly, and to provide one-on-one training for new hires.”



Paul Longaker
General Sales Manager
Lexus of Towson

THE RESULTS:

- In April 2017, a direct mail campaign based on the platform’s analysis of thousands of data points and years of customer service and market data helped Lexus of Towson close 20 deals. At a 63% close rate, it was up from the store’s typical 35-40%.
- The campaign drove a significant response – an increase in phone and email inquiries, plus walk-ins carrying their personalized offers.
- The Open Rate for customer emails has risen to 39% (nearly twice the 27% industry average); and the Click-Through-Rate to 48% (industry CTR is a mere 3.7%).
- Today, 80% of the sales staff is leveraging automotiveMastermind – a significant increase over just 30% utilization from the previous provider.
- Lexus of Towson was one of two dealers in the region up in sales this past April vs April, 2016.

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