automotiveMastermind®

FROM SKEPTICAL TO PROFITABLE

⊙ SUMMARY:

New York City's premier BMW dealership is focused on making it easy for customers to experience the ultimate automobile buying and service experience. When automotiveMastermind technology was first presented to the dealership, the General Sales Manager was intrigued by the many possibilities, yet skeptical because the platform seemed too good to be true. It wasn't. Two years later, automotiveMastermind is central to the store's selling efforts.

⊙ THE CHALLENGE:

After becoming disillusioned with its long-time data mining provider, the dealership tried to use its own CRM tool to mine customers. Over a 10-year period, both scenarios proved to be too much work, too time consuming, and not very productive.

However, in such a competitive market, it was vital to keep up with – and even surpass – other dealerships with relevant and compelling consumer offers and incentives.

Adrian Turek
General Sales Manager
BMW of Manhattan

⊙ THE SOLUTION:

automotiveMastermind impressed BMW of Manhattan with proprietary predictive behavior analyses that inform the sales staff not just when customers are ready to buy, but the exact reasons why. Every member of the sales team has easy access to *"customer intelligence," "real actionable offers"* and smart talking points in a simplified interface on their desktops.

The innovative platform features numerous game-changing benefits: A Behavior Prediction Score® (BPS) from 0-100 based on how likely a customer is to buy a car, Behavior Prediction Drivers (BPD) that create and deliver meaningful marketing communications tailored to individual prospects, and technology for building service revenues and winning conquest sales at the Service Drive.

THE RESULTS:

- **automotiveMastermind is credited with 12-14% sales growth at BMW of Manhattan. Retention has increased by 2%.**
- **Adrian Turek, General Sales Manager at BMW of Manhattan, is sold on the benefits:** *"This platform has become the focal point of our sales activity. We use automotiveMastermind in the team's kick-off meeting every morning. Throughout the day, it saves our sales personnel valuable time: It used to take at least 20 minutes to research enough resources to paint a picture of a customer. Now, very detailed client intelligence and timely actionable offers are at their fingertips and take just seconds to pull up on the screen. We're converting sales we would never have pursued prior to automotiveMastermind."*
- **Micro-targeted marketing campaigns are so highly personalized and professional looking, they're generating 170-240 emails or calls. The open rate for customer emails has risen to 55% (twice the 27% industry average); and the click-through-rate to 41% (the industry CTR is just 3.7%).**
- **serviceMastermind technology, which identifies conquest opportunities among high-level prospects with service appointments, has been so effective the store has hired a dedicated person to work the service drive.**
- **GSM Adrian Turek is extremely satisfied with automotiveMastermind Account Manager William Monroy:** *"William has been truly amazing. He is very responsive and understands the retail end of the business. Everyone looks forward to his monthly visits where he spends the entire day talking to individual members of the team."*

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