

AS SEEN IN



Multiple systems and software, multiple problems



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The average dealership in Canada uses 18 separate systems and software to manage their business. Those systems include everything from the CRM tool and electronic F&I menu to the Service write-up software and DMS.

While it is unlikely any single dealership employee uses all 18 systems, it is likely each department is managing through multiple software applications and technology daily.

For dealership employees, frequently switching between different applications, different user interfaces, and sometimes even different hardware puts them in the role of technology integrator.

Three things happen when you multiply that effect across the dealership.

First, dealership employees are less efficient and less attuned to customer needs if they are focused on switching between software interfaces or re-keying information from one system to another.

Second, dealership employees are less likely to fully utilize the features in the different applications, meaning they may not be taking advantage of important functionality that can improve productivity or customer service. In turn, dealers are not reaping the full benefits of their tech-

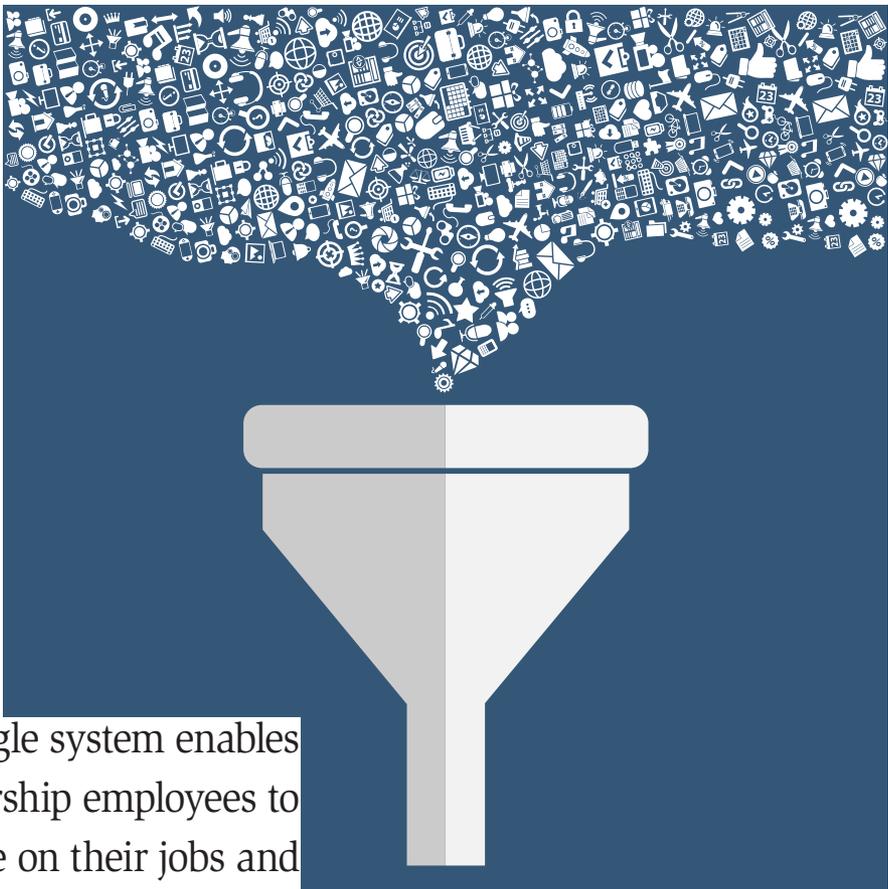
nology investment.

Third, if customers experience that inefficiency with multiple departments across their vehicle ownership journey, there is a cumulative negative effect on customer satisfaction with the entire dealership.

While software integration can help resolve these issues, the best solution is to use systems and software that are built together to work together seamlessly.

That single system enables dealership employees to focus more on their jobs and serving customers, rather than focusing on how the software functions (or doesn't). As a result, dealers can improve employee performance, system utilization and the customer experience.

Take, for example, a simple telephone call to the dealer-

A large graphic on the right side of the page. It features a blue background with a dense collection of white icons representing various business and technology concepts. Below the icons is a white funnel shape pointing downwards. A red triangle points to the start of a quote.

“That single system enables dealership employees to focus more on their jobs and serving customers.”

ship from a current customer. When the dealership's phone system is built to work with a single customer database, the employee immediately knows the reason for the call and has the necessary information to address the caller's request. The employee can handle the call quickly and deliver outstanding customer service.

All too often dealers are using systems and software that are bolted together or fragmented and that's hindering their success.

As dealers continue to invest technology, using systems and software with applications that are truly built to work in concert can help dealers improve operating performance, increase customer satisfaction, and achieve greater profitability. 

Ian Reilly is the vice-president of sales at Reynolds Canada