DIGITAL RETAILING AND LION COUNTRY KIA

How Digital Retailing tools increased deal-ready leads, conversions, and gross profit.
Lion Country Kia opened in 2009 and continues to be a local, family-owned dealership in State College, PA. The dealership has never been afraid to adopt new tools like Digital Retailing to help grow sales and streamline operations. This progressive attitude, combined with a staff that embraces technological advances, has helped it stay ahead of the curve in the rapidly transforming retail automotive market.
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“We wanted to be ahead of the curve with the Internet, but we didn’t want to spend time reinventing the wheel,” said Casey Flynn, Sales Manager at Lion Country Kia. With these goals in mind, Lion Country Kia implemented Digital Retailing tools in August 2014. The tools offered a streamlined online experience that walked customers down the path to a sale, allowing them to calculate a monthly payment and complete a prequalification form.

Lion Country Kia also met the demand of today’s shoppers for a faster dealership experience by putting back-end processes in place that ensured the work a customer did online carried over into the store.

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Dealertrack and Lion Country Kia quickly saw a jump in website traffic and time on-site. Shoppers progressed through the steps and generated more deal-ready leads with a closing ratio above the industry average of 15%. But the most impressive result was the gross profit increase for Digital Retailing leads vs. traditional leads. The dealership quickly realized that online shoppers who scoured the Internet for information knew Lion Country Kia prices were fair and haggled less than traditional shoppers.

“These customers were ready to move forward, which eliminated a lot of the arm wrestling and price negotiation we got with traditional buyers,” said Flynn. Online shopping also cut in-store time to about an hour, which boosted customer satisfaction.

55% Lead-to-close sale ratio on finance leads in June 2015

10% Overall higher gross profit with Digital Retailing leads*

31% Average higher new and used back-end gross on Digital Retailing leads*

1-HOUR Approximate in-store transaction time

*As compared with traditional leads obtained during the same period
“People want to research online, nail down the price, and even figure out financing. By giving them as many pieces of the deal puzzle as they want in an easy to follow process, we have a big advantage in our market.”

- Casey Flynn, Sales Manager, Lion Country Kia

Lion Country Kia has never been so competitive since leveraging Digital Retailing tools.

While traditionalists say a transparent Digital Retailing experience compresses gross and hurts business, Lion Country Kia proves the exact opposite. Thanks to seamless, easy-to-use tools that led the buyer down the purchase path, the dealership attracted modern buyers, closed more deal-ready leads, gained gross, and increased customer satisfaction.
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