

DIGITAL RETAILING AND LION COUNTRY KIA

How Digital Retailing tools increased deal-ready leads, conversions, and gross profit.

A LOCAL DEALERSHIP, STAYING AHEAD OF THE CURVE.

How Lion Country Kia attracts and retains today's modern car buyers.

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.



A BETTER ONLINE SHOPPING EXPERIENCE POWERED BY SMART TECHNOLOGY.

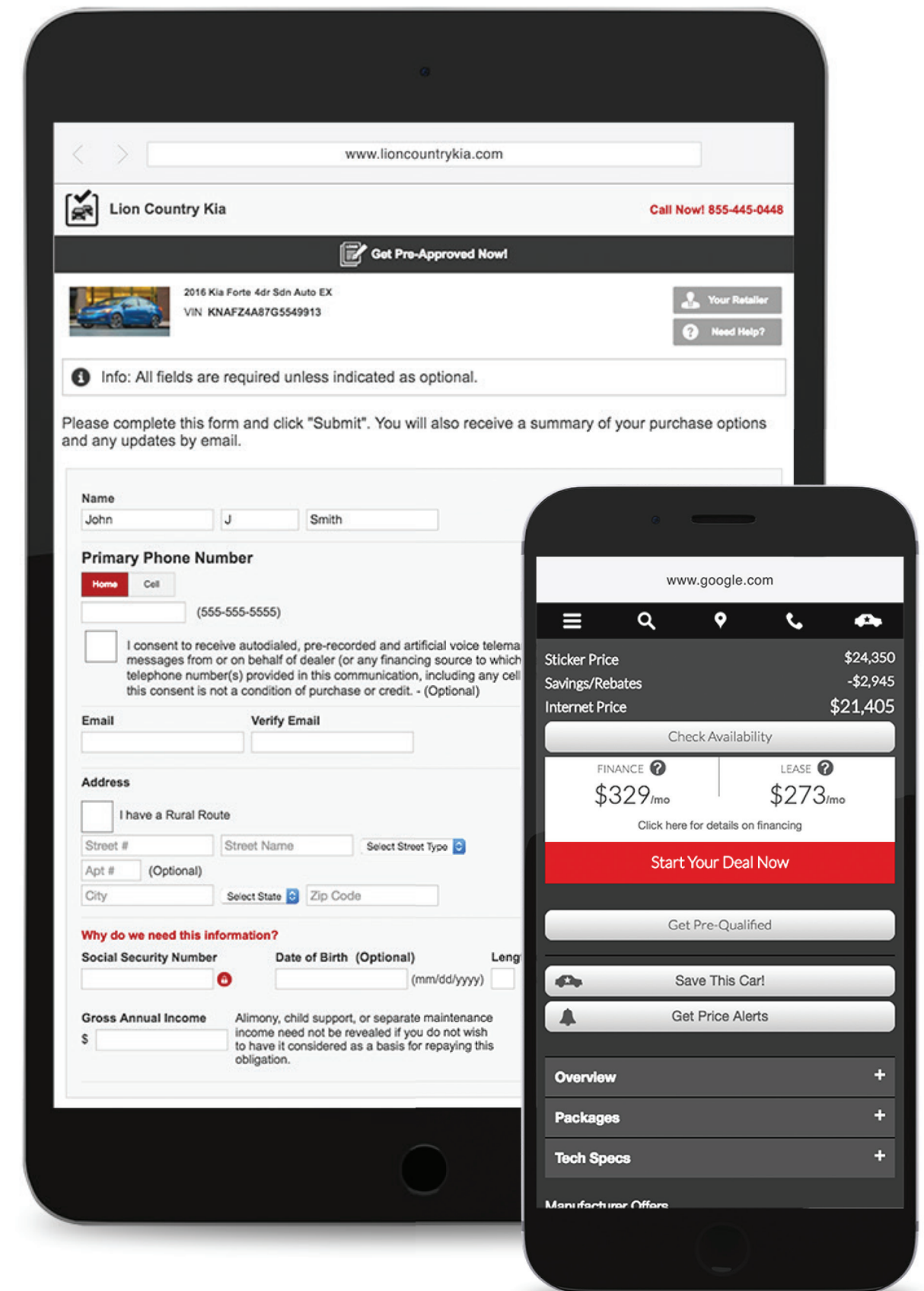
Lion Country Kia was seeking opportunities to capture the modern car buyer—one who prefers to do all the research, inventory shopping, and even financing, online—with easy-to-use and engaging tools that would generate more deal-ready leads. Additionally, the tools had to integrate seamlessly with Lion Country Kia existing Dealer.com website.

“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.

“The prequalification leads were the hottest leads we had. As soon as one of those came through, our CRM flagged it so we could call within minutes.”

- Casey Flynn,
Sales Manager, Lion Country Kia



MORE FINANCE-READY LEADS, HIGHER GROSS PROFITS, AND LESS TIME IN-STORE.

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

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.

*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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