

CASE STUDY



DEALERSHIP

› Mungenast St. Louis Honda

LOCATION

› St. Louis, MO

MDL CLIENT SINCE

› November, 2016

CHALLENGE

› With an inventory of over 600 new and used cars across three locations, staff were wasting countless hours when looking for a particular vehicle

SOLUTION

› Use MDL's Bloodhound Bluetooth beacon technology to create a low-cost vehicle location system without the need for expensive and complicated infrastructure

PROCESS

› When vehicles are stocked in, they receive a Bluetooth beacon which is tethered to the rear-view mirror using a flexible bungee.

› Beacon to VIN pairing is done using MDL's DMS integrated mobile app. In under 10 seconds.

› When the vehicle is sold, the beacon is removed and reused on the next vehicle stocked in.

RESULTS

› Sales Advisors can locate a vehicle in seconds saving countless hours in a month. The savings has allowed an average of 1-2 additional sales per month per Sales Advisor.

› Physical inventory time has been reduced by 70%



Mungenast St. Louis Honda Saves Countless Hours and Makes Customers Happy with New Bluetooth Vehicle Location System

In November of 2016, Mungenast St. Louis Honda implemented MDL's newest technology offering – Bloodhound™ for the location and management of vehicle inventory using Bluetooth beacon technology.



“Mungenast St. Louis Honda strives to provide a vast selection of new and pre-owned Honda inventory to our guests. We are known for having a large inventory in order to meet every shopper's needs. With that comes the complexity of managing over 600 units across three lots. We look to store vehicles in the appropriate area by model, but the vehicles are always moving for one reason or another, creating a challenge when you want to locate the specific vehicle when you need it,”

said Rick Ulin, General Manager of Mungenast St. Louis Honda.

In today's world, over 80% of shoppers will research the vehicle they plan to purchase online.

And over 50% of the time, they come into the store with a specific vehicle in mind.

So being able to get to that specific vehicle quickly and without hunting around for it is critical to ensure a smooth start between the customer and Sales Advisor.



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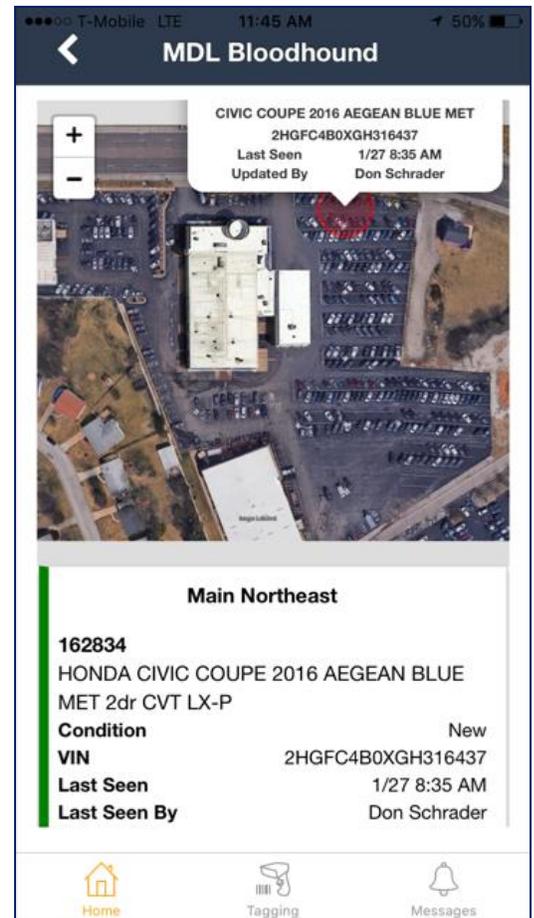
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All employees at the store that are responsible for moving/finding vehicles use MDL's mobile and desktop applications to locate the inventory to within a 4-6 car radius. The solution was designed to be low cost without the need for complete support infrastructure with location updates performed by anyone walking in proximity to a vehicle.



“Bloodhound is the perfect inventory location system for dealerships looking for a low cost, low maintenance, and accurate solution. Past solutions have required powered “kits” or “readers” hanging from light poles which dramatically increases cost and complexity. MDL's solution takes a simple crowd sourcing update approach, so everyone has a hand in the success of the system. Dealerships can even use a drone to perform automated location updates based on pre-programmed flight plans” said George Cresto, Founder & CEO, MDLautoMation.

ABOUT MDL autoMation (MDL)

MDL is the country's leader in providing process improvement through Instant Guest Recognition & Messaging using Radio Frequency Identification (RFID) and License Plate Recognition (LPR) technologies. MDL systems are installed in leading U.S. dealerships enabling a 'Ritz Carlton' level of service, increased customer retention & loyalty, improved CSI, better process efficiency, and more sales opportunities. MDL's Bluetooth beacon solution Bloodhound™ and RFID Zonal Tracking enable complete asset tracking of both Service and Inventory vehicles. MDL's web-based Dispatch Master effectively manages the movement of guest or inventory vehicles. See www.mdlautomation.com for more information.