

CASE STUDY



Audi



DEALERSHIP

› Audi Coral Springs

LOCATION

› Coral Springs, FL

MDL CLIENT SINCE

› January 2012

CHALLENGE

› Predict the optimal time to present customers with special vehicle offers in the Service Drive

SOLUTION

› Use MDL RFID technology to quickly & accurately deliver real-time vehicle information to the Service Drive Concierge team

PROCESS

- › Vehicle enters the service drive & is instantly identified through the vehicle RFID tag
- › Digital alert is delivered to the dealership's Service Concierge team
- › Relevant vehicle sales offers are presented to customers through equity management tools & processes

RESULTS

› Integrating MDL's RFID technology with our equity management tool & process increased vehicle sales 10-15% each month, (15-20 units each month)

Contact MDL today to delight your customers and discover new revenue opportunities for your dealership!

Turn Your Service Drive into a Sales Revenue Drive Using MDL autoMation Automated Guest Recognition Solutions

In January, 2012 Audi Coral Springs installed MyDealerLot (MDL) Service Drive Concierge - RFID Edition to increase customer satisfaction & loyalty through a superior, personalized service experience.

"For Audi Coral Springs, having a guest's identity instantly communicated via RFID to our sales team allows for a rapid response time, versus without the system. Sales Advisors immediately receive alerts from MDL via email and the MDL mobile application which is then used to present on-drive upgrade opportunities. This system combined with our Service Concierge staff easily accounts for an additional 15-20 units sold each and every month. When you utilize this system as it is designed, the return on investment is proven and consistent," said Bret Macy, General Manager of Audi Coral Springs.

Employees at Audi Coral Springs know their customer's business is earned, & each interaction represents an opportunity to build trust and delight with their customers.

MDL Automated Guest Recognition technology immediately provided customers with a superior, personalized service experience by increasing employee productivity, which directly translates into additional time servicing the customer's needs.

ABOUT AUDI CORAL SPRINGS

Owned by the Qvale Automotive Group, Audi Coral Springs is a Magna Society Honoree acknowledged for outstanding customer satisfaction, & one of Audi of America's largest volume dealerships in the U.S.

ABOUT MDL AUTOMATION (MDL)

MDL is the country's leader in providing total process improvement through Instant Guest Recognition & Messaging using Radio Frequency Identification (RFID) and License Plate Recognition technologies (LPR) through its Service Drive Concierge™ program. MDL's Bloodhound™ Bluetooth beacon solution provides both Sales and Service departments with affordable vehicle location management. Dispatch Master effectively manages the movement operation of guest or inventory vehicles from any origin and destination point in a dealership.

MDL systems are installed in leading U.S. dealerships enabling a 'Ritz Carlton' level of service, increased customer retention, improved CSI / SSI, and sales opportunities. MDL is fully integrated with leading industry partners in CRM, Sales Analytics, Service iPads, TSD Loaner Management, Tire Scan, Customer Loyalty, and Guest Messaging (CIM).

