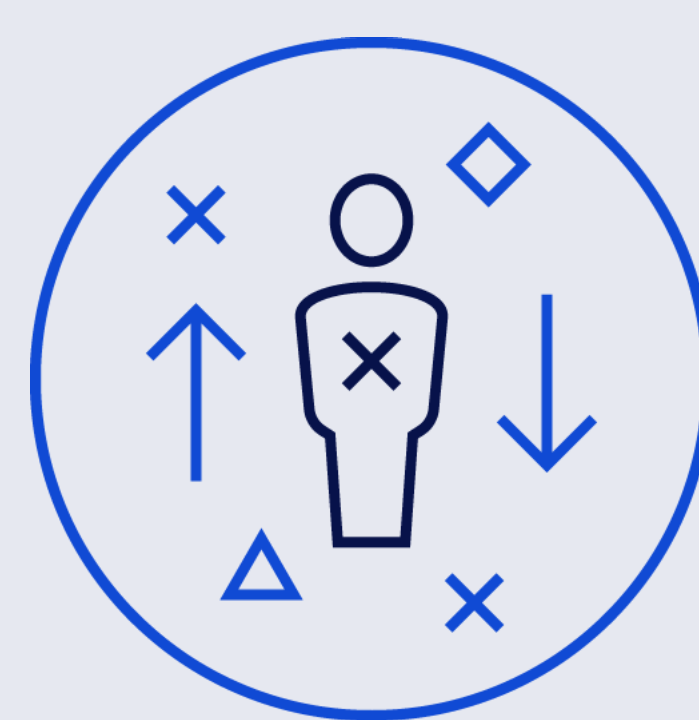


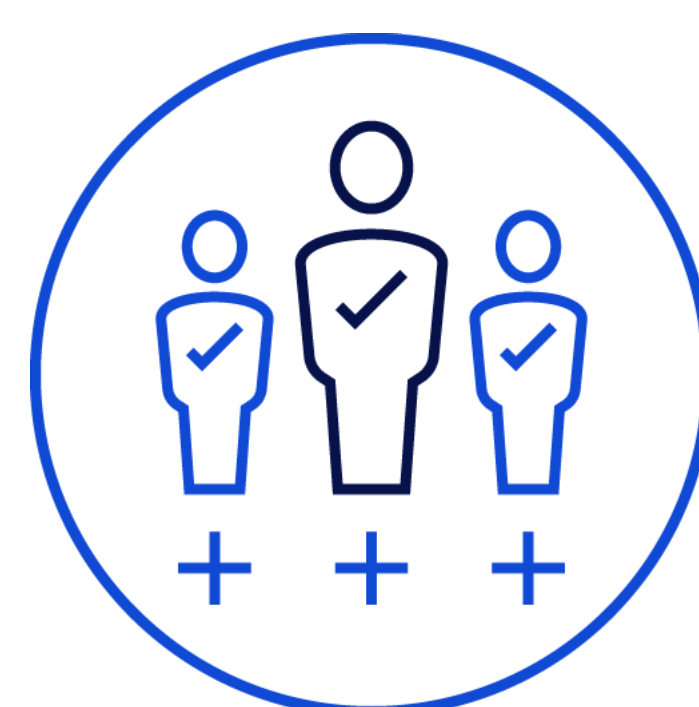
Case Study

# HR Success for Freeland Auto Group



## The Problem

Like most employers in today's challenging hiring market, Freeland Auto Group has struggled to get the right talent in the door. Over the past year, as demand for skilled labor has increased, the availability of qualified workers decreased. Even when the auto group was able to attract applicants, a slow-moving hiring process and disjointed systems caused many candidates to disengage and look elsewhere. On top of that, processes such as payroll and submitting repair orders required manual data entry, leading to costly mistakes.



## The Solution

Combining Dealertrack DMS with the HR and payroll experts at Hireology and Netchex helped Freeland Auto Group find more than 100 qualified applicants per month and make 50 hires in 2022 alone. With direct integration through Dealertrack DMS, the auto group has an all-in-one hiring and HR platform and an industry-leading payroll solution, all from one central location.



The partnership between Dealertrack DMS, Hireology, and Netchex has been a game changer for Freeland Auto Group. The dealership now moves fast on great candidates and keeps all employee information centralized in one easy-to-use system, reducing time spent completing manual tasks and the potential for costly errors.

**100**

Applicants per  
Month

**50**

Hires in 2022 Alone

**2**

Days to Review  
New Applicants

With the power of Dealertrack DMS + Hireology + Netchex, Freeland Auto Group has seen a dramatic improvement in quality of applicants, hiring speed, and payroll efficiency. The dealership credits several built-in features for these results:

**1**

### Candidate Sourcing and Screening

Tracie Locke, human resources manager at Freeland Auto Group, said she values the ability to post and update new roles across multiple job boards with the click of a button. An automated pre-screen feature also allows her team to weed out unqualified candidates and find the right fit for each role.

**2**

### Easy Candidate Communication

Tracie noted that the time it takes to select a candidate has been reduced significantly—from upwards of two weeks to roughly two days. The ability to text candidates directly from the DMS saves significant time, allowing the team to keep top talent engaged.

**3**

### Centralized Hiring

Tracie said that centralized hiring tools have drastically improved the team's hiring speed and efficiency. Dealertrack DMS + Hireology gives all managers visibility into all candidates—including where they are in the hiring process—rather than having to jump from system to system or reach out to one another to get critical candidate information.

“

**You could interview someone yesterday and basically almost have them starting tomorrow.**

”

— Tracie Locke, HR Manager, Freeland Auto Group

**4**

### Streamlined Onboarding and Payroll

Direct integration between Dealertrack DMS, Hireology, and Netchex streamlined a previously painful onboarding and payroll process for the dealership. Manually uploading new contacts to the payroll system used to be time consuming. Now, much of the process is automated, saving time and frustration.

**5**

### Simple Employee Data Transfer

The user-friendly, integrated technologies have made life easier for every department, particularly when it comes to data transfer. David Beasley, service manager at Freeland Auto Group, appreciates how data updates to the minute, eliminating the need for employees to memorize information or jump from different systems to access what they need.

“

**No matter your experience level, I can put new people on the floor to shadow other technicians and they pick it up very quickly.**

”

— David Beasley, Service Manager, Freeland Auto Group

To learn more about how  
**Dealertrack + Hireology + Netchex**  
can help your dealership, schedule a demo today.

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