

Northtown Auto

Northtown Auto Connects Customer Experience With Cox Automotive

Northtown Automotive, based in Amherst, New York, has a simple, but effective business philosophy: do the right thing, all the time. This golden rule is the guiding force for all 11 dealerships and 20 franchises. It's a way of doing business, communicating with customers, and interacting with employees that even extends to their technologies. With the help of Cox Automotive, Northtown ensures that every solution and every department work together to give customers and employees the best possible experience.

"Thanks to Cox Automotive, we're not behind the curve, we're ahead of it."

– Erik Nelson
Variable Operations Director, Northtown Automotive

Improving Efficiency Through Technology Integration

For Northtown, doing right by the customer means implementing technologies that work well together. They turned to Cox Automotive to facilitate effective cross-departmental communication to improve the customer experience and the efficiency of workflows.

Since implementing connected Cox Automotive technologies, Northtown has leveraged data to deliver a more customized car buying experience. Thanks to smart sales and marketing integrations and products that talk to each other, managers can see that individual customers are interacting with specific inventory on the Northtown website and prepare a personalized car buying experience for every customer.



Challenges

- Ownership wanted a DMS that lived up to its promise to deliver a better experience.
- Finding a DMS at the right price point that improved efficiency.
- Keep customers satisfied and team members retention high.

Solutions

- Improve employee morale and efficiency by switching to Dealertrack DMS.
- Implement a DMS that prioritizes integration and connects the entire dealership ecosystem.
- Dealertrack DMS is committed to working with dealerships to accomplish their goals.

Results

- The switch to Dealertrack DMS was more streamlined than previous DMS switches.
- Switching to Dealertrack DMS provided a superior and personal level of support.
- Dealertrack DMS is easy to use, so onboarding is a breeze, retentions high, and employees are more efficient.

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“With a Dealer.com website and VinSolutions Connect Automotive Intelligence, a customer can be on our website looking for a car, they don’t put a lead in or anything, and all of a sudden, they come in, and the car is warm, cleaned up, and sitting out front,” said Erik Nelson, variable operations director for Northtown.

On the service side, integrations between the Xtime service platform, VinSolutions CRM, and vAuto inventory management solution allow staff to deliver fast trade-in appraisals, giving each service customer the choice between moving forward with a repair or moving on to a new or used vehicle.

“They are getting notified of the repairs and appraisal while they are there in the showroom, and that ties back into each of the platforms, resulting in increased revenue,” Erik said.

The Power of Performance Management

As a company that values customer service, Northtown appreciates the power of dedicated Performance Managers, who guide the dealership and ensure that every department is getting the most out of their technologies.

Like the solutions they represent, Cox Automotive Performance Managers work together behind the scenes to improve the performance and efficiency of the entire auto group at Northtown.

“Our Performance Managers are all very talented. When the Performance Manager meshes with the department, the synergy is incredible.”

– Erik Nelson
Variable Operations Director, Northtown Automotive

With the help of Cox Automotive integrations and a team of committed Performance Managers, Northtown Automotive is staying true to their promise to do the right thing, all the time. They’re finding new ways to improve dealership operations, eliminate outdated products and processes, and deliver the experience a new generation of customers expects.

“Thanks to Cox Automotive, we’re not behind the curve, we’re ahead of it,” said Erik. “We’re prepared.”

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