

# Kiefer Auto Group

## Kiefer Automotive Group Streamlines Operations and Improves Profitability With Connected Cox Automotive Technologies

With 15 stores across Oregon, California, and Idaho, Kiefer Automotive Group is always looking for ways to streamline and simplify operations. After working for years with an antiquated dealer management system and fixed ops technology, the group turned to Cox Automotive to implement Dealertrack DMS and Xtime. The move to connected Cox Automotive solutions has given the dealership better insight into their business to improve productivity and profitability.

With an intuitive, easy-to-understand interface, Dealertrack DMS has empowered Kiefer Automotive Group to get the most out of their technology. Instead of struggling with a legacy DMS that's constantly crashing, the group leverages Dealertrack's robust, user-friendly features to know what's going on with their business. The group can quickly and easily access profitability reports to see strengths and opportunities and understand how to make critical changes to improve profitability.

Because Dealertrack DMS is so easy to use, onboarding and training new employees has never been more efficient. "In my opinion, it's so much easier than the other systems," said Ron Steury, the group's fixed ops director. "You don't have to memorize a hundred different keystrokes to get where you need to go."

### Great than the sum of its individual technology parts.

Among other advantages, switching to Cox Automotive has allowed Kiefer Automotive Group to connect their technologies for maximum efficiencies. After switching to Dealertrack DMS, the group decided to incorporate Xtime in their service department as a way to simplify and streamline the service process and boost hours per RO.

Specifically, Kiefer Automotive Group appreciates how Xtime Schedule benefits both the customer and dealership experience.

On the dealership side, Xtime allows the group to make quick adjustments to account for missing technicians and other changes in the service department. It's also easy to use, so new technicians can train within 15 to 20 minutes on the main system.

When it comes to customers, Xtime makes it easier than ever to schedule a service appointment. "Our dealership currently ranks #1 in our region because of our Xtime scheduling experience," said Ron. "Customers know what to expect. Prior to using Xtime we didn't have control over our schedule."

Bottom line: Dealertrack DMS and Xtime connected technologies have helped the dealership deliver a better customer experience while boosting profitability.

Since implementing Cox Automotive technologies, the dealership has increased hours sold, improved their CSI scores, and experienced a 25% year-over-year gross profit increase.



## Challenges

- Simplify and streamline operations across 11 different stores.
- Find a stable, flexible, and robust DMS partner.
- Give customers a more convenient service experience.

## Solutions

- Streamline operations with technologies that work seamlessly together and are easy to use.
- Leverage profitability reports to get a better view of business growth.
- Incorporate fixed ops technology that's convenient for customers and dealership staff.

## Results

- Kiefer Automotive Group gained control over their service experience and now ranks #1 in their region.
- The group streamlined operations, increased hours per ROs sold, and improved their CSI scores.
- Technology integration allowed the dealership to experience a 25% year-over-year gross profit increase.

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