

LAWTON KIA DISCOVERS NO-NONSENSE APPROACH TO DEALER MANAGEMENT

Lawton Kia, in southern Oklahoma, is a no-nonsense dealer that takes pride in delivering a no-nonsense sales and service experience. They respect their customers' time and attention, and have a state-of-the-art service department and helpful salespeople at the ready to assist with every customer need. So, when Lawton made the switch to Dealertrack DMS—an easy-to-use technology with a no-nonsense approach to dealer management—they immediately felt at home.

After doing business with a legacy DMS provider, Dealertrack DMS was noticeably more intuitive and made training new employees much easier. Thanks to simple integration with other dealership systems, Dealertrack DMS saved Lawton from having to re-enter data and constantly look up customer history, resulting in a faster, more seamless sales and service experience. Plus, Lawton benefited from Dealertrack's self-serve reports and comprehensive data and analytics, which made tracking KPIs much more manageable.

Most of all, Lawton appreciated the opportunity to team up with their Dealertrack DMS Performance Manager, Jay, to help the dealership think outside the box and improve overall profits. Having run a dealership himself, Jay brings real-world dealership experience and industry insight to their monthly meetings, helping Lawton capitalize on new opportunities and double gross profits year-over-year.

“We love having our Dealertrack DMS Performance Manager. He brings a lot of value to the table—from real world experience and his ability to think outside the box to helping us with campaigns, finding gains, and reviewing analytics. He helps us strategize how to capitalize on more opportunities and bring us more profit.”

— Frank Seitz
Service Manager, Lawton Kia



Challenges:

- Finding a no-nonsense, intuitive DMS.
- The dealership wanted a DMS that could improve customer satisfaction.
- Lawton wanted a technology partner that could create value and improve profits.

Solutions:

- Dealertrack DMS is easy to learn and easy to use.
- Opentrack integrates dealership systems to eliminate extra work.
- Dealertrack DMS comes with a Performance Manager.

Results:

- The switch to Dealertrack DMS helped Lawton onboard new employees quickly and easily.
- Without having to re-enter data and constantly look up customer history, Lawton improved the customer experience.
- Working with a Performance Manager helped Lawton improve profits and capitalize on new opportunities.

For more information, visit Dealertrack.com/DMS.