



Mastel Ford-Lincoln Increases Closing Ratios and CSI Scores With Mobile App

Like many executives, Dealer Principal Matt Peters of Mastel Ford-Lincoln eats, sleeps, and breathes his business. No matter where or when an opportunity presents itself, he's prepared to act.

It isn't surprising, then, that when Matt was out to dinner one Friday night and happened to run into an acquaintance who was in the market for a car, Matt immediately opened the DMS mobile app on his phone, pulled up his inventory, and started sharing vehicle photos. His preparedness paid off. It didn't take long for his acquaintance to find a car he wanted.

Using the app, Matt worked the deal and presented payment options. From there, he and his new customer were able to agree on and finalize the terms. Without having to return to the dealership or even leave the table, Matt left the restaurant that night with dinner and deal both done.

When the dealership opened the next day, a Saturday morning, the contact and deal information from the mobile app the night before was ready in the DMS. The finance manager didn't have to re-work or re-enter anything in order to wrap up the sale. The deal was done, and both customer and dealer principal were extremely happy.

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– Matt Peters, Dealer Principal of Mastel Ford-Lincoln

Desk a Deal Anywhere, Anytime

Mastel Ford-Lincoln is a busy auto dealership in Olean, New York, on the Pennsylvania border. Recognized as one of the premier dealerships in the region, they continuously source tools and processes that will enhance their dealership and the buying experience.

Just over two years ago, increasing the speed of communications, negotiations, and finance was one of Mastel's primary initiatives. Right on time, Autosoft® separated itself from the pack of competitive DMS providers by offering a free mobile desking and financing app for their customers. For Mastel, that app streamlined the dealership's sales efforts, reducing transaction time and ultimately improving customer satisfaction.

Now, an estimated 50% of driver's license scans and deals at Mastel Ford-Lincoln begin in the mobile app. Starting deals from license scans ensures customer information is accurate throughout the DMS and on all required forms.

"I have often noticed that the app is used even in finance to scan in the license and verify customers' information is correct," Matt told us. "For finance managers, the worst thing that can happen is to get all paper work done, have the customer start signing, and then hear 'my name is spelled wrong,' or 'the middle initial is incorrect,' or 'the address has changed.'"

By simply scanning the driver's license and starting from there, they eliminate data entry errors and save any additional time that would have been spent on corrections—which could be hours if the deal is processed before the error is noticed.

The desking tool is another mobile component regularly used at Mastel Ford-Lincoln. Accessible anytime, anywhere, the mobile desking function is fully integrated with RouteOne and allows Matt's team to wrap up credit for customers right from their smart phone or tablet. Matt finds this functionality to be a huge benefit in an age when everything is mobile, involves an app, or requires instant communication.

Overall, one of the main benefits of the mobile application is that it enables dealers to manage their businesses no matter where they are or what time it is.

Get Real Results: Increased Closing Ratios

Matt is convinced that the mobile app, with its full functionality and speed for conducting and closing deals, has resulted in more sales and a better customer experience.

He also believes that with current car buyers, the days of haggling over the deal are done. He understands buyers want to know two main things:

1. What is the price of the vehicle they're interested in?
2. How much is the dealer willing to knock off that price?

Matt recognizes that people don't want to spend their time negotiating and, with car prices plastered all over the Internet, they shouldn't have to.

"The result of less haggling is higher new and used sales grosses because the process is so streamlined," said Matt. "We're spending thirty minutes with a customer picking the right vehicle. But when it comes to crunching the numbers with that same customer, it takes only five or ten minutes."

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Watch Customer Satisfaction Scores Soar

Both the DMS and mobile app from Autosoft are loaded with easy-to-use functionality that speeds along the deal for an improved buyer experience.

A salesperson can scan a driver's license with his or her smart phone or tablet using the device's camera, and store that image in the DMS. Then, the information from the license will populate the appropriate contact fields—automatically logging the customer in the DMS for the salesperson with accurate information.

Without ever leaving the customer's side, the salesperson can be off to the test drive that much faster. Meanwhile, the desk manager can generate a variety of financing proposals that are waiting for the customer to review when they return.

"Oddly enough, the shorter time the customer is in there [the financing office], the easier it is to upsell or cross-sell other products," said Matt. "If they're in there too long, and have already been sitting in the office a half-hour to forty-five minutes, they don't want to spend another fifteen minutes. They just want out."

For Mastel Ford-Lincoln, the capability to propose or change financing options on the go removed one of the highest hurdles in their sales process. The dealership's customer satisfaction survey scores have skyrocketed since then, up 4.7% year-to-date to an overall score of 97.2%, in part a reflection of their even more customer-friendly sales environment.

Stay Ahead of the Curve

Matt looks at other DMS products on a regular basis because it seems every six months, some vendor drops by his store unannounced to show him their latest and greatest solutions. But he's not interested. He feels he already has a DMS that gives him everything he needs, and it's at an affordable price.

Plus, Autosoft is easy to learn, which is a key consideration for the dealership. They can hire a trainee and, in no time at all, have them comfortable with the system, whether working in Parts, Service, Finance, or Sales.

Perhaps most convincing of all to Matt, however, is the provider's "phenomenal customer support."

"I haven't found a Dealer Management System who can beat Autosoft's customer service, value, or ease of use and yet still offer leading-edge tools" summarized Matt. "There's no DMS out there so far ahead of the curve, affordable, and powerful."

Matt believes that every dealer sells quality products and that, today, what separates one dealership from another is the quality of the overall customer experience. For his dealership, Mastel Ford-Lincoln, the secret to that positive experience remains a strong DMS provider.

A happy customer for two decades, Matt is continually amazed by Autosoft's cutting-edge advancements that help him exceed customers' expectations and close more deals—whether in the dealership or on the occasional Friday evening out to dinner.



Autosoft develops and supports a complete dealer management system (DMS) that has been named the Highest Rated DMS from DrivingSales for three years in a row. With affordable month-to-month contracts, Autosoft's DMS improves processes and reduces operating costs in over 2,000 franchised automotive dealerships. Easy to use, affordable, and innovative software helps dealers focus on their customers' needs.