



VanNess Automotive Group: Focusing on the Customer

Chad and Christina VanNess have worked in automotive retail for years, working their way up through the ranks to eventually own their own dealerships. They recently acquired a Ford store in Missouri and had to decide whether they should keep the dealership on CDK, the dealer management system (DMS) the employees there had used for years, or switch them over to Autosoft, the DMS of the VanNesses' other store.

The VanNesses have used all the major DMS systems and understand the strengths and weaknesses of each. So, to make their decision, they asked themselves one important question: *Which DMS will enable us to deliver the customer experience we want to be known for?*

The VanNess dealership philosophy centers on helping their customers with every stage of owning a vehicle. They recognize the need to deliver a consistent, positive experience from the first time a customer walks into the showroom to their subsequent interactions with the business office, service department, body shop, and cashier window. The customer's entire experience should be fast, efficient, transparent, confidence-building, and error free.

Keeping their philosophy in mind, the VanNesses deliberated. To them, the choice was clear—they would move their new store to Autosoft DMS.



Christina shares why she chooses Autosoft:

When I recommend Autosoft to others, I talk about five major difference makers that make them the best choice for us.

1. My employees are not afraid of the system. Autosoft DMS is intuitive and easy to learn. If someone isn't entirely sure how to do something, they can usually figure it out quickly without needing to call support. We can make changes to the DMS on the fly without a lot of training. Accounting is especially easy to pick up. And, since it's so easy to learn, training new employees happens more quickly.
2. Everything happens faster. The efficiencies that Autosoft creates reduce the amount of time every department spends on critical tasks. The new Sales and F&I module, for example, shortens how long it takes to sell a vehicle. We can start the sales process in the lot from a mobile device, make trade appraisals more quickly, and reduce wait time in the F&I office. Buyers appreciate the speed and effectiveness of the process. When it comes to service, the Autosoft service scheduler and parts management module ensure that our technicians are kept busy and customer wait time is kept to a minimum.
3. Autosoft makes the operational side of the business so easy that I can focus on the retail and relationship side. I can get involved with every customer and every deal if I need or want to. We believe that creating customer loyalty is paramount to success. Not only must we deliver excellent products and services, we must also offer loyalty to our customers. If a problem comes up, I don't want to leave the customer holding the bag. Autosoft helps me be available to get involved and find a solution that satisfies my customer and my business needs.
4. I have control over my business. I have been able to set up my system so the service department can't remove parts from the tickets. I've also added a "service declined" area that cannot be skipped. And I use reporting, which I can access anywhere through a mobile device, to monitor all day-to-day activities. The schedules are clear and concise and it's easy to track the health of the business at any time. I can tell what my inventory looks like, how much money I'm making, what our parts situation is, and how all aspects of the business are performing.
5. I have more free capital available because Autosoft is more affordable than other providers, especially the "Big Two." The savings I get from using Autosoft allows me to invest elsewhere in my business, including in improvements to the facilities, additional ad spend, training, and more. If I had to keep paying what I was with CDK, I would literally have to run my business differently.

Autosoft offers an excellent product that delivers real benefits to my dealership. They are my partner and their level of service is unmatched. I trust Autosoft and will continue to rely on them as we grow. I highly recommend them.



Autosoft makes automotive retail effortless. Its dealer management platform and cloud-based applications put the car buyer first by creating a frictionless experience. The platform includes integrated vehicle inventory, websites, marketing, sales, F&I, service, parts and accounting solutions that optimize dealership productivity, customer experience and profitability. Autosoft serves more than 2,000 dealer customers, is the DrivingSales All-Time Most Recommended DMS, integrates with more than 220 technology partners and holds 36 OEM certifications. To learn more about Autosoft visit www.autosoftdms.com.