

CASE STUDY

Chrome Helps the Last of the Little Guys Stay On Top

BUSINESS ISSUE

Because Menlove Dodge Toyota relied on an inefficient inventory marketing system that required a lot of manual intervention, their online listings were often stale. As a result, the store could not guarantee that the inventory they advertised online was accurate or even available.

STRATEGY

With Menlove's reputation as the last of the little guys who would beat any price, it was critical they posted current inventory, as well as complete descriptions and prices. It was clear, however, that their online inventory marketing process was not up to the task. They sought to improve their process and descriptions, while still retaining complete control of their listings.

SOLUTION

Since they started using Chrome Inventory Everywhere™ (CIE), Menlove Dodge Toyota has been able to post updated inventory listings multiple times throughout the day, ensuring that what their customers see is what they can get whenever they visit Menlove.

RESULTS

- Grossed \$12 to every \$1 spent on the Internet
- Used vehicle sales sourced to the Internet in June doubled that of last June, prior to CIE
- Web customers are viewing twice the inventory pages they were prior to CIE
- Inventory page hits are the top pages viewed, with pre-owned being the #1 viewed pages, nearly double everything else
- Positive customer input on the quality and freshness of their vehicle information
- Seven new email customers bought cars on the last day of the month alone

Richard Lucy, the Internet Sales Manager at Menlove Dodge Toyota, knows his inventory. An Internet sales professional since 2001, Lucy also knows how to best serve online shoppers: set proper expectations between the virtual world of the Internet and the real world of your showroom.

But that's easier said than done, especially when you're the number one volume dealer for the entire state of Utah. Menlove's inventory count can change dramatically from one day to the next. And with each new piece of inventory,

IN THEIR OWN WORDS

"Customers tell us that they watch our site daily to see what is new."

RICH LUCY
INTERNET SALES MANAGER
MENLOVE DODGE TOYOTA



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Lucy faces a new challenge. He must know what's on or could be on the new vehicle, as well as how best to describe it.

Unfortunately, that wasn't happening.

If Lucy wanted to update a price, say, he had to go to four different locations and update it manually. Adding a comment to a used car listing proved out of the question. In fact, updating their online inventory information was so cumbersome that eventually prices were only updated on their own site. They simply couldn't afford to take the time to update their descriptions elsewhere--one at a time. Chrome Inventory Everywhere™ (CIE) changed all of that. What Lucy previously viewed as tedious and repetitious work is now viewed as an efficient, streamlined, largely automated process. Descriptions are first refined and then exported to multiple sites with the click of a button. Plus, he can ensure each description has photos attached. Lucy's in complete control of his listings and is usually done in five to ten minutes.

"Our customers have consistently told us over the past six months that our new inventory is the cleanest, most accurate and up-to-date inventory in the market," said Lucy. "We have customers also tell us that they watch our site daily to see what is new."

Thanks to Chrome Inventory Everywhere™, what you see is truly what you get at Menlove Dodge Toyota.