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Outsource Your Data Management Service to Achieve Data Integrity and Gain Market Share.

How Single Point Dealers and Dealer Groups Benefit from Database-Managed Services.

By: Michael Courcy | 06/2020-2024

AUTOMOTIVE
DEVELOPMENT SERVICES

Outsource Your Data Management Service to Achieve Data
Integrity and Gain Market Share.

Define Data

Implement Data
Security

Analyze Data

Our
Managed
Services

Cleanse Database

Scheduled
Maintenance

Enhance Missing
Data Fields

Today, there are countless opportunities to leverage your database and gain increased efficiency, team confidence, competitive advantages, lowered operating costs, and more.

Yet, according to dealers, while the benefits are clear, cleaning and updating a DMS and CRM can seem overwhelming, leaving many dealerships unsure where to start. In fact, according to Zoominfo, one survey found that CRM data decays by about 34% annually, with nearly half of users estimating a loss of more than 10% in annual revenue due to poor data quality. As we continue to try to fill our funnel with fresh leads and traffic, we have placed our current customers second in the quest for increased market share.

In this transforming and expanding business environment, it is certainly challenging—if not impossible—for a small to medium-sized single-point dealer or dealer group whose business is not technology-related to understand and prioritize which pieces of the puzzle fit within its structure.

Therefore, more organizations are choosing to retain experienced database-managed service providers with decades of experience in retail automotive services to take advantage of outsourcing's immediate benefits.

The Advantages of Data Management Services

Cost Control and Reduction

Rather than a one-time database cleaning with little to no data enhancement or maintenance, a solid data strategy reduces your overall costs. Research, solutions, implementation, and maintenance are diligently maintained, allowing you to budget accordingly.

Certification, Qualification, Expertise

Our Specialists are database-certified and qualified to clean, enhance, and maintain your DMS and CRM using the latest security protocols. By partnering with us, you gain access to expertise and an understanding of the auto industry's complexities and time constraints. Knowing that your issues receive impeccable insight, overview, and attention to detail will give you peace of mind.

Renewed Focus on Core Business

You may not be in the business of information technology, and becoming an expert in that area should not be an inevitable cost for you to bear. Focus on your core business and do what you do best, leaving your company's mundane database needs to professionals. As long as you sell and service vehicles, we're committed to providing relevant information to help increase your revenue and profitability.

Risk Reduction, Compliance, and Security

Internet security, information access, and information storage are just a few issues that may arise. Laws are barely keeping pace with the rapid evolution of technology, so they are constantly changing. Don't put yourself at risk for security breaches or violations. Specialized firms make it our business to keep up-to-date with the latest security protocols.

A Level Playing Field

Solving database problems should not hinder your ability to compete with other players in your industry who are also looking to gain market share. A better use of your time and efficiency is by implementing an effective, long-term database solution with a company that understands your business.

To utilize tools for success and show growth, high-quality, trustworthy data that is diligently maintained is vital - one that dealerships must prioritize. In summary, achieving Data Integrity takes more than data cleaning; it requires the continuous provision of robust features that enhance, enrich, and standardize your data from multiple sources. This ongoing effort ensures that the highest quality data is secure and readily available.

Dealers that Excel, Maximize Usage of Data

When consumers take a wait-and-see approach to buying and servicing cars due to economic uncertainty or perceived downturns, dealers that excel leverage their data and systems to proactively identify new opportunities for efficiency and profit.
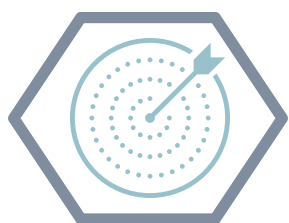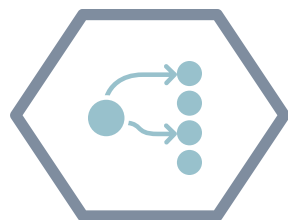
86% of Dealers agree that having accurate and complete data is a priority.

75% of Dealers say they proactively keep their database up to date through data cleaning, but not data enhancement.

52% of Dealers say that leveraging data/systems to identify opportunities is a challenge.

34% found that CRM data decays annually with nearly half estimating a minimum of 10% loss in revenue.

A clean database paints only half the picture. Data Integrity should be a priority, along with a data management system and process, to achieve it. The sequence of security, cleaning, enhancement, and maintenance has to be well thought out and remain tactical at every step in the process. If you've questioned the current state of one of your most valuable assets, the choice to excel is within reach. You can quickly pivot and make actionable changes to become more efficient and profitable.

- Percentages sourced from Cox Automotive - Profits and Efficiency - Maximize Usage of Data.

Conclusion

In every industry, some top performers stand out from the pack through their daily actions and ability to adapt their approach to operations.

Amidst the noise of today's business, identifying the systems and processes that can truly drive increased profits and efficiency is often a challenge. However, prioritizing the generational tools we have can pave the way for a more streamlined and profitable future.

In our modern business environment, our most valuable asset for driving growth remains the same as it was in the past - access to customer data. It takes work and patience to achieve the foundation of data integrity, high-quality, reliable customer data that not only fuels every aspect of our operations, from sales and service to marketing and AI, but also helps navigate the landscape so we don't risk missing out on opportunities, incur unnecessary expenses, and compromise employee productivity and customer satisfaction.

Dealerships can truly thrive when they have access to experts at all times. While the initial costs of outsourcing database needs may seem daunting, the long-term benefits of savings and improved operations will only reinforce that this is a sound business decision.

By entrusting your database integrity needs to the experts, you're taking a significant step towards maintaining a competitive edge and delivering an exceptional opportunity for your team and service to your customers. You will see why outsourcing your database management is a decision that will genuinely benefit your business.