

# Cost-effective website solutions help Apple Automotive increase customer traffic, convert more website visitors into leads, and close more internet deals

Apple Automotive, an 8 store dealer group in South Central Pennsylvania, was ready for a change: “We wanted to move away from a template-based website to one that was customized, flexible, and incorporated robust functionality,” says Karla Guleserian, Director of Internet Sales & Marketing, at Apple Automotive. The perfect partner to make their vision a reality? Chrome Data Solutions (Chrome Data).

By implementing Chrome Construct, the configuration and comparison web service, and the Chrome Video Showcase, Apple Automotive created a customized, flexible, and interactive website that since launch has recorded a dramatic increase in customer traffic.

“We wanted to create a customized site, but that type of functionality was cost prohibitive, then we found Chrome Construct,” says Guleserian. As a web service, Construct delivers robust configuration, pricing, and comparison tools in a fraction of the time and at a fraction of the cost. In addition, it allows for complete customization and all updates, administration and management are handled by Chrome Data, not the dealer group.

“By using Chrome Data, we got full functionality without the cost,” says Guleserian. “We didn’t want to reinvent the wheel; Chrome Data had done all the legwork so we now have a flexible, custom solution backed by good data and expertise, at a fraction of the cost and time of building our own.” And the results prove Apple made the right decision.

“We’ve seen a significant increase in traffic and time spent on our website. Because we now have the flexibility of a call to action on nearly every page, we are

capturing more data than ever before and converting visitors to leads at a much higher rate than previously,” says Guleserian. “Construct has allowed us to have a far more interactive and robust site and our customers are thrilled about it. In spite of difficult economic conditions, since launch our traffic has risen more than 26 percent with upwards of 68 percent being first time visitors.”

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Apple Automotive

In the quest to give visitors a fully interactive experience, Apple Automotive also implemented Chrome Video Showcase on their new website. The addition of video allows the dealership to offer consumers all the information they need to research a vehicle – configuration, pricing, comparison, and full-motion video – through one website. The dealership sales staff also includes video links in sales emails to increase the effectiveness of customer communications. “The addition of video adds value to our website and to sales presentations because they offer that rich, interactive experience every customer is looking for,” says Guleserian.

By using Chrome Data's solutions to help create a customized, flexible and fully interactive new website, Apple Automotive is able to better serve their customers, convert more website visitors into leads, and increase their internet sales closing ratio. "After our new site was up and running for 60 days we conducted

an email survey of our customers and prospects and received over 2,000 survey responses," says Gulerian. "The feedback was overwhelmingly positive. We're delighting our customers and our traffic and internet sales closing ratio have been rising steadily."

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### ABOUT APPLE AUTOMOTIVE, INC. | [www.AppleAutomotive.com](http://www.AppleAutomotive.com)



Apple Automotive, Inc. is Central Pennsylvania's largest auto dealer group with locations in York and Red Lion, PA. Apple has served the York County region for nearly three decades with unprecedented levels of customer service and satisfaction. The dealer group is comprised of Apple BMW, Apple Nissan, Apple Honda, Apple Chevrolet Cadillac, Apple Acura Subaru, Apple Used Car Outlet, Apple Red Lion Chevrolet and Apple Ford dealerships, with full service centers, collision repair shops, parts and accessories facilities, car wash and detail centers, and Express Lube services. For more information, visit Apple Automotive online at <http://www.AppleAutomotive.com>.