



CASE STUDY

iPad Selling Drives Results for Chapman Honda

At Chapman Honda, in Tucson, AZ, the focus is on creating transparency in the buying process and delivering a better customer experience; this drives both sales and profits. With the help of IntellaCar, their iPad selling system, results have exceeded expectations.



“IntellaCar is the smarter way to get information when and where it is needed. You don’t have to run to the desk or back to the sales tower with silly questions.”

Neb Yonas, General Manager

Yonas feels that IntellaCar positions the salesperson to be more authoritative, which makes customers more comfortable right from the start. As a President’s Award winner 4 years running, they are always looking to get even better.

The sales team carries their iPads with them, which helps them both know the information and have instant access to it throughout the sales process, even taking IntellaCar with them on the test drive. During negotiations, numbers are presented via the iPad. The customers are more involved and engaged, because they see the same information that the sales team is seeing. Says Yonas, “When customers and sales people find answers together, it makes the relationship that much better.”

For Yonas, “There is nothing in IntellaCar that can hurt the deal.” The sales team uses creativity to help customers come to a decision, and they give customers the latitude to look anywhere on the iPad. We still want them to do a walkaround, “The process steps are there, but the chronology is flexible.”

RESULTS HAVE BEEN REMARKABLE

Used Cars

- **Total unit sales** have increased significantly for both new and used.



- **Gross** has increased. Says Yonas, “Being more efficient before the pencil gives us more time to have conversations that have a positive impact on profitability. IntellaCar makes it more comfortable and provides more time to talk where there is the highest impact on grosses.”

- **Transaction time** has decreased. Says Yonas, “We have shaved about an hour off the process. Fewer people are complaining about how long it takes.”

Transaction Time



- **Leasing penetration** is up 10 percentage points year over year as they make extensive use of the leasing videos on IntellaCar. That has a significant impact on repeat business and shorter repurchase cycles.
- **Getting to “yes” faster.** “More time is spent connecting, less time commuting to the sales tower. We have meaningful discussions about things that matter, and spend less time on price or haggling.”
- **Pre-paid maintenance** is up to 63% penetration on new cars.
- **Sales to service conversion** is up, and is one of the highest in their Zone.
- **Facebook** results are up, which Yonas attributes to IntellaCar making it more accessible.

FOUR AREAS YONAS IDENTIFIED AS BEING KEY TO SUCCESS

- **Infrastructure** – The Wifi upgrade is “considerable, but it needed to be done anyway,” said Yonas. Their store buys iPads for the sales team.
- **Culture** – “It is important to make sure you don’t lapse back into old processes. We need to fight that every day.”
- **Accountability** – “You need to get a report on who is using the iPads. The guys selling the cars are the ones using them.” IntellaCar’s reporting system make is easy to monitor usage.
- **Training** – IntellaCar does in-store training for the sales team every 45 days, “It keeps it top of mind for everyone.”

INTELLACAR BRINGS TOGETHER PEOPLE, PROCESSES, TECHNOLOGY AND CUSTOMER EXPECTATIONS

Those who are using IntellaCar most are selling more, feel better and are more productive and knowledgeable. According to Yonas, “The team is more comfortable because IntellaCar has everything in it. It doesn’t take a lot of effort, and our retention and loyalty are the best in the Zone.”

The biggest tangible difference is that new sales people are sticking. “The training is better. The sales team knows where to find the information. There are fewer interruptions for the sales managers.”

Most importantly, the improvement in the customer experience that comes from this new way of doing business sets the dealership apart from the competition and makes them a better dealership overall.



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