

# CASE STUDY

*Infiniti of Dayton Better Engages Tech-Savvy Market with Responsive **Website** from Dominion Dealer Solutions*



“Our typical buyer is versed with technology...if we can't engage with that tech-savvy person, we'll lose them today. And it's too competitive to let those people go.”

**Colleen Staver**  
Vice President  
INFINITI OF DAYTON

## The Challenge

A new, more interactive website was much needed for Colleen Staver, Vice President of Infiniti of Dayton. “Our old website looked like it was from the mid-90s: basic, outdated, no real interfacing with the customer,” admits Colleen. Integration with the latest technology, specifically mobile, was essential in the new build for Infiniti of Dayton. “Everyone is connected through tablets and smart phones. In fact, my tablet is my go-to device.”

## The Solution

While most dealer websites do not deliver a strong user experience across mobile devices, Colleen found everything she needed in a responsive website from Dominion. Dominion Websites automatically configure to optimize display on all desktop, tablet, or mobile devices. “Anyone can see us now. The site is user-friendly and offers clear, concise navigation,” says Colleen.

Because there is no secondary “mobile site” to pay for and maintain, Colleen finds managing and updating the single, responsive site to be much easier. “I really like that when I change the data in one place, it changes throughout the website. But if there is ever an issue or something I don't understand, I always call my Account Manager.” Colleen refers to the fact that every Dominion Website customer is assigned a dedicated Account Manager. “The best part of Dominion is the relationship with my Account Manager,” recounts Colleen. “If there is ever any issue, any problem, she goes above and beyond. I can't say enough. She is fantastic.”

## The Results

Since the site launched, search ranking is up and online customer engagement has improved with the typical Infiniti customer. “Our typical buyer is versed with technology. Infiniti is putting forth the latest technology to engage with that person,” stated Colleen. “We need to do the same.” And indeed they are.

Colleen takes the point further, “The upcoming Infiniti products are targeting the younger generation. If you have a boring, non-interactive presence, they won't pay attention to you. The local market is right on top of the latest advancements; we have to stay in pace with them. If we can't engage with that tech-savvy person, we'll lose them today. And it's too competitive to let those people go,” says Colleen.



To bring this level of success to your dealership, contact us today at **888.502.8950** or visit **DRIVEDOMINION.COM**

**Dominion**  
DEALER SOLUTIONS™