

CASE STUDY

*Honda Cars of Bellevue Sees More Conversions with Responsive **Website** from Dominion Dealer Solutions*



The Challenge

Maintaining two websites wasn't providing the consistent message and the detailed information Matthew Schworer, General Manager at Honda Cars of Bellevue, was looking for. "Before we got rid of our mobile site, we gave our customers a watered-down version. Most mobile platforms available are very basic, with difficult-to-access information," says Schworer. A newer, more user-friendly and consistent website was imperative for Schworer. "You have to provide your customers with the same consistent message across all devices. Back when we had separate desktop and mobile sites, they didn't look alike. Consistency is very important, and not just with your brand," states Schworer.

The Solution

Schworer found all the elements that both of his websites were missing with a single responsive website from Dominion. Dominion's responsive websites automatically optimize the display on all desktop, tablet, and mobile devices. "I was very excited to have a new solution. Customers access our information in different ways, and the number of ways is only going to increase over the years," states Schworer. As customers become more tech-savvy, Schworer acknowledges that keeping up with the latest technology remains a key focus. "Many shoppers access information right here in the store. If you don't give them a way to get key information in a user-friendly way with as much content shared as possible, you're losing out."

Ease of use for the customer is critical, but ease of use for the dealer is equally important. Schworer finds editing the website to be a breeze. "The functionality in the back end is great. I like that I have more control over the content, design, and layout. I don't have to call someone to make a change; I can easily just do it myself."

The Results

Honda Cars of Bellevue is seeing much success since implementing their new responsive website and the numbers don't lie; 22% of all their website visitors come from mobile devices. "Traditional websites viewed on a mobile device display about half of the information you need. With the responsive design you are giving the user the best experience possible," says Schworer.

In the past two and a half months, Honda Cars of Bellevue has had over 110,000 page views and over 14,000 visitors, with the average visitor spending 5.7 minutes on their site. "Customers just expect a responsive website. Regardless of what device, they expect to access it quickly and easily. And if they can't, they move on to the next dealer," says Schworer. With more than 52% repeat visitors in the same timeframe, Schworer couldn't be happier. "My adaptive website built by Dominion is able to provide my customers with the best user experience possible and a consistent look and feel across all devices. I no longer have to choose what limited content my customers are able to see on a mobile device. With my new adaptive website they get everything, every time, every device."

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Matthew Schworer
General Manager

HONDA CARS OF BELLEVUE



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