



Olathe Kia Runs Top-Shelf Inventory Process with Dominion Dealer Specialties®

CHALLENGE

Simply stated, inventory management at Olathe Kia Subaru Mitsubishi was a nightmare. Ask Olathe's Internet Manager, Heidi Kerbel, who works with everything from their BDC, website, and advertising, to managing their inventory and IT. "With our previous vendor, we simply weren't getting photos taken like we should have. 60% of our new vehicle inventory and 50% of our pre-owned inventory never made it online. The software was never accurate, and we couldn't track something as simple as who changed pricing. Reporting was nowhere close to the detail or customization we needed to run a top-shelf inventory process. Something needed to change."

SOLUTION

Olathe Kia made the decision to bring in Dominion Dealer Specialties, the inventory management arm of Dominion Dealer Solutions. Almost immediately, Kerbel experienced an improvement in lot services as well as in her investment with Dominion's inventory management and analytics solutions.

"Our photographer is out three times a week, photographing both new and used vehicles. He proactively works to ensure quick turnaround and addresses any potential stock conflicts. He asks me which days work best to get photos; he proactively works with managers, and then works on their lists. And when our rep puts his hand on a car to take pictures, he takes time to include options that may not be pulled in the VIN decode- very professional."

RESULTS

The end result of Olathe Kia's multi-faceted merchandising strategy? "More exposure online led to an increase in leads," Kerbel says as a matter of fact. "Now 90-95% of our units are being exposed to the customer."

But, as every dealer knows, getting vehicles is only part of a successful strategy. Kerbel likewise leans on Dominion Dealer Specialties to guide her decision-making with what kind of vehicles to stock, from where to source them, and how to best price them. "Analytics was a huge game-changer for us," states Kerbel. "In five short months, we used Dominion's analytics solution to nearly double the Internet leads on our pre-owned inventory. Of those, we sold 39%. And in the following six months, we never dipped below a 30% closing ratio on our leads."

"Now 90-95% of our units are being exposed to the customer...We've nearly doubled our Internet leads on pre-owned inventory...We never dipped below a 30% closing ratio on our leads"

Heidi Kerbel
Internet Manager
OLATHE KIA MITSUBISHI

PRODUCTS USED

- Inventory Manager Pro
- Dealer Specialties Services

Contact us today to get results at every turn.

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