



ROGERS HYUNDAI SEES SIGNIFICANT DROP IN DEFECTION ACROSS OPERATIONS WITH
AutoHook's Traffic Conversion Analysis (TCA)



ROGERS
HYUNDAI

www.DriveAutoHook.com/TCA

THE SICKNESS

Rogers Hyundai needed a way to make sense of their CRM data to expose inefficiencies in their sales process. They had no way of knowing which sales and marketing efforts were tied to the highest number of lost opportunities. They needed a solution to pinpoint areas of high defections in order to implement changes to reduce lost sales and close more deals.



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THE DIAGNOSIS

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA revealed Rogers Hyundai was losing far more sales than they were closing in September of 2017. In addition, they had multiple areas of lost opportunity tied to specific lead providers, inventory, geography, and even individual salespeople.



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THE DIAGNOSIS

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA IDENTIFIED THEIR GREATEST LOST SALES OPPORTUNITIES...

BY DAY:

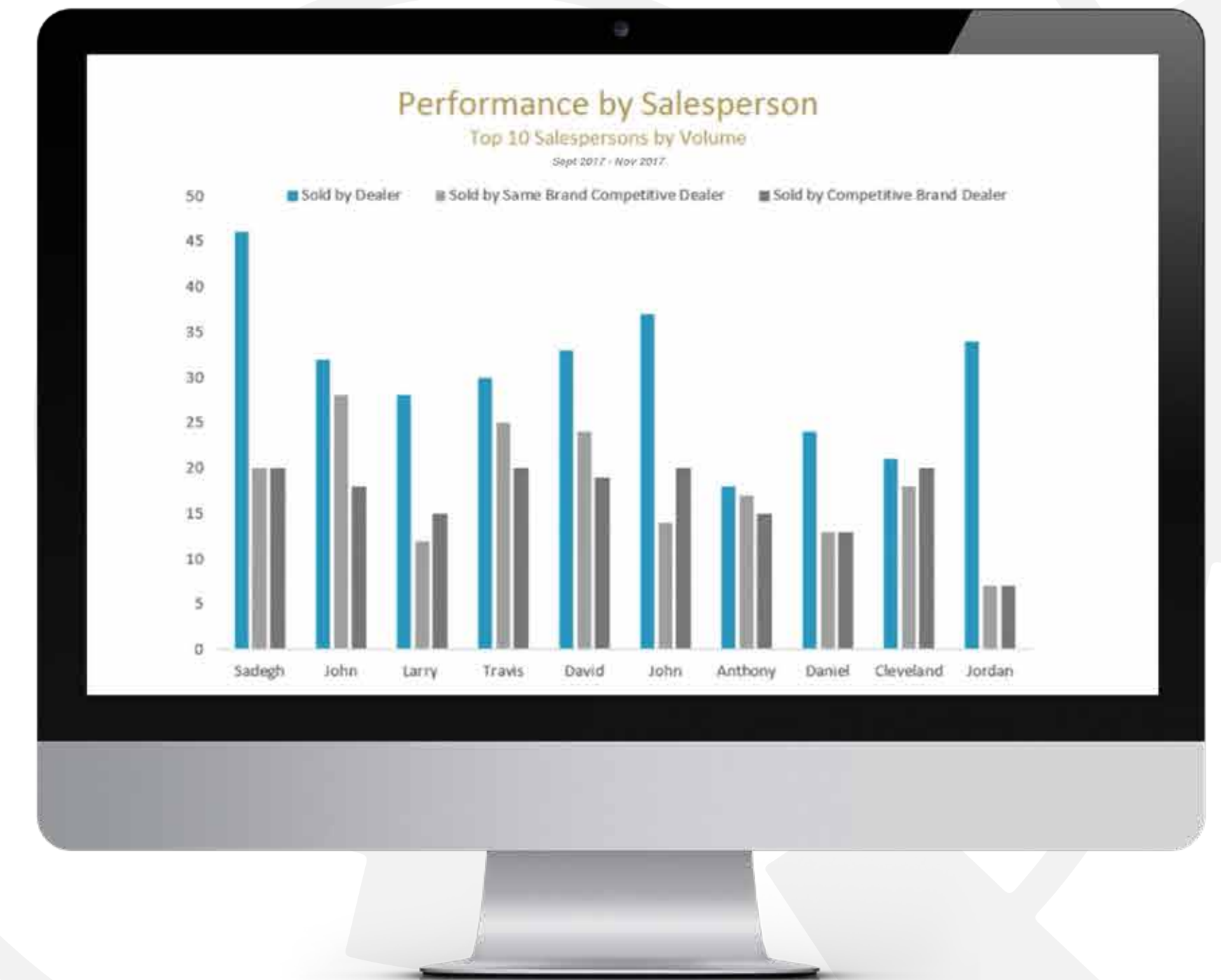
Rogers Hyundai was losing several more sales than they closed — specifically, between days 3-7 after a lead hit their CRM.

BY MODEL:

The Tucson and Santa Fe were their top two models with the highest defections.

BY SALESPERSON:

TCA identified the dealership's true top salespeople based on their sales and defections, as well as the success of their follow-up.



THE PRESCRIPTION

Based on the insights revealed within TCA, AutoHook provided the dealership with specific recommendations to reduce defection in their three specific problem areas.

BY DAY

- 1.** Consider bringing in a trainer to help revise your follow-up process. You have a lot of success during days 8-14. Look into what you're doing during that time that you can apply to capture more sales in days 3-7. Send automated email communications from your CRM to keep leads engaged.

BY MODEL

- 2.** Implement more aggressive campaigns targeting Tucson and Santa Fe leads in the zip codes where you're losing the most sales. Offer higher incentives for those two models.

BY SALESPERSON

- 3.** Share Traffic Conversion Analysis results with your salespeople so they know they're being held accountable. Question those with the highest defections to find out what's going on. Provide rewards for the people who show improvement.

THE CURE

September 2017 – November 2017

OVERALL

57%

DECREASE IN
DEFLECTIONS

7.5%

INCREASE IN
CLOSED SALES

DAYS 3-7

32%

DECREASE IN
DEFLECTIONS

26%

INCREASE IN
CLOSED SALES

THE CURE

September 2017 – November 2017

TUSCON

28%

DECREASE IN
DEFLECTIONS

5%

INCREASE IN
CLOSED SALES

*Improvement in Tuscon performance despite a slightly lower lead volume.



THE CURE

September 2017 – November 2017

SANTA FE

39%

DECREASE IN
DEFLECTIONS

69%

INCREASE IN
CLOSED SALES



THE CURE

September 2017 – November 2017

INDIVIDUAL SALESPERSON*

SALESPERSON

118%
INCREASE IN
CLOSED SALES

6%
DECREASE IN
DEFLECTIONS

29%
DECREASE
IN OVERALL
SALESPERSON
DEFLECTIONS

Salesperson X went from having an average sales to defection ratio to having the HIGHEST ratio.*This individual's name will remain anonymous for the purpose of this case study

THE DEALER RESPONSE

"AutoHook's TCA shrinks complex data down into something I can actually sink my teeth into, exposing trends within my CRM I've never been able to see before. It allows me to hold my people accountable and act to turn things around. TCA has become an irreplaceable staple in our weekly sales meetings, providing a road map of where and how we can improve. Since implementing the tool, the results have been immediate, consistent, and accurate. AutoHook has changed this dealership for the better, and has earned a customer for life."

- **Kevin Benavides | Sales Manager, Rogers Hyundai**



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