

Fixed Ops Director Uses Social Media to Enhance Customer Retention

Hear It From Another Dealer

By Kelly Buffaloe

Victory Automotive Group is leading the way in customer retention – and they have the numbers to prove it. It's all about the process, if you ask Greg Harding. Harding spent many years in the automotive industry before joining Morristown, Tennessee-based Victory Automotive Group. Together, he and fellow colleague, Ryan Hall, Fixed Operations Director for Victory Nissan of Chesapeake (a division of the Victory Automotive Group) share their expertise in a process that is certain

They will both tell you that the basis of any good service is the process, and the process correlates to the Service drive, warranty, technicians and overall flow of the departments. Having the correct process in place and utilizing it to the max will result in increased sales, improved customer retention, higher CSI scores and a flow that works in all facets of the dealership. Once you have the processes in place, next comes the marketing aspect, which will lead to increased traffic.

In today's environment, you have to think outside the box. You must look to new and better forms of promoting your message to the consumer public. In order to maintain success, you must also look past today and plan for the future, by creating a retention plan that's up front and free from gimmicks. Consumers have become wary of retention-grabbing schemes, so remember: no hidden agendas.

If the plan is set correctly, you can expect to achieve 65% to 70% retention with exceptional exposure for the company – at minimal cost – all while boosting customer reception and perception. Additionally, the set process becomes easy to manage for your frontline people. And once they feel confident and realize the easiness, they will sell more.

“When most stores are averaging a retention rate of 30% to 40%, our company is experiencing a rate of 68.9%. We are engaging our customers in a new-age fashion, which in turn brings them back,” says Hall.



Greg Harding has worked in the automotive industry since age 16. He is currently employed by the Victory Automotive Group, where he has held several top positions.



Ryan Hall is the Fixed Ops Director for Victory Nissan of Chesapeake and the brains behind their social media presence. He has been with Victory Nissan since 2006.