

From Recession to Retention

By K. Buffalo Taylor

For years car dealerships and their salesmen have been considered untrustworthy by many consumers searching for good deals and great customer service. Faced with stiff competition, inflation and a failing economy, thousands of dealerships throughout the United States have closed their doors due to one common denominator – POOR RETENTION.

That ever-evolving problem has finally met its match, in the form of Ryan Hall, President/CEO of *RHall Solutions*. Hall, an automotive industry consumer strategy expert, has over 13 years in the field and has been a leader in consumer retention strategies during some of the most difficult financial times the world has ever known. “We specialize in customizing unique retention strategies to foster increased preservation in our client’s most defected customers,” says Hall. “We put dealerships on a winning road by focusing on the incorporation of new media techniques, strategic process and community inclusion.”

In 2010, Hall held the highest customer retention scores for Nissan North America. “Our Nissan milestone was a result of our roll up your sleeves approach,” Hall shares. “RHall Solutions saturates every aspect of service, online and off, starting with the front line, with management, advisors, sales and support staff, that’s how we achieve winning results.”

Noting that each dealership has problems that are unique to their individual establishments and based on several variables, Hall has produced a team that analyzes sales to service handoffs, creates inimitable adjustments to better suit consumer service experiences and executes planned strategies for measurable results. “This combination allows us to optimize our client’s in-store processes which insure maximum profitability,” Hall says.

As an added bonus, Hall created a strategically integrated online program, carservicebids.com. This web-based customer service program allows consumers to name their own price for vehicle repairs and provides dealerships with a state of the art approach to stay years ahead of their competition, while saving money. “Dealerships capitalize off of this service because it targets the very consumers who have declined repairs due to costs and empowers the consumer and the dealership to see immediate results,” shares Hall.

“When a dealer loses a customer the likelihood of them buying the same brand or product is drastically affected,” states Hall. “Original Equipment Manufacturers (OEM) are very concerned about the amount of defections that dealerships experience post vehicle warranty expiration. That being said, OEM’s are now holding dealerships accountable for their Customer Service Index (CSI) and retention. We step in to educate the dealerships, empower their sales positions and elevate their CSI and retention rates,” concludes Hall.

RHall Solutions was launched in 2011, specializing in fixed operation consulting and training for dealerships, independent service, and repair facilities. Their focus is to improve your customer

retention, profitability and CSI. To learn more about *RHall Solutions* visit their web site: <http://www.rhallsolutions.com/Services.html> or email: MoreProfits@rhallsolutions.com.