



# THE **FAST** LANE

PRESENTED BY: DEALERDOCKX

# CONTENTS

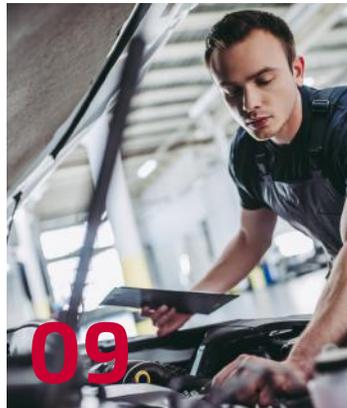


## 01 AUTO DEALER DATA MANAGEMENT



## 05 DIGITAL TRANSFORMATION

The automotive industry has changed. COVID-19 has forced dealers to adapt to a digital driven sales & service cycle.



## 09 TOUCH-LESS SERVICE DEPT.

COVID-19 has forced dealerships to completely change their operations. Check out our checklist to ensure your service department has all bases covered.

### UPDATES

#### DEALERTRACK INTEGRATION

We are pleased to announce our integration with the **Dealertrack DMS**. If you are a current customer please contact your Account Manager to find out more. If you would like to find out more about DealerDOCX please drop us a line at [vp.sales@dealerdocx.com](mailto:vp.sales@dealerdocx.com)

#### UPGRADE TO DOCUMENT INTELLIGENCE

#### GET STARTED TODAY

DealerDocx's Document Intelligence solution improves dealership operational efficiency and the productivity of all dealership personnel. Our solution allows for fast, secure, high-quality electronic document management.

Enjoy a fast and easy setup. Our platform makes it simple to search for and access all of your secured documents. Streamlining your internal processes and increasing profitability, while mitigating outside risks.



770 CANNING PARKWAY  
VICTOR, NY 14564  
+888-763-3629  
[vp.sales@dealerdocx.com](mailto:vp.sales@dealerdocx.com)



[WWW.DEALERDOCX.COM](http://WWW.DEALERDOCX.COM)

# AUTO DEALER *DATA* *MANAGEMENT*

*By Brad Bass*

CLOUD BASED DATA MANAGEMENT SERVICES ARE BECOMING THE PREFERRED METHOD OF DATA STORAGE FOR COMPANIES ALL AROUND THE WORLD.

Businesses are moving away from in-house data servers to move to cloud services thanks to their convenience, cost effectiveness, and unlimited storage capacity. This is the reason why more than 80% of the enterprises all over the world have turned to a multi-cloud data strategy. Another great thing about these cloud services is the fact that they allow you to easily access any information from anywhere in the world. 



Users can access data from anywhere so if your employees are working remotely, there will never be an issue of not being connected to the server (as long as there's an internet service available). Data creation, editing, saving, and retrieving are all just a matter of a few clicks, drag and drop, and screen or keyboard taps.

One of the greatest benefits of using cloud-based data management services is that you don't need to hire IT staff or utilize the services of third party consultants in order to maintain digital data. Most cloud service providers are available 24/7 for any assistance required. There are no complicated maintenance protocols that need to be followed.

All data stored on the cloud is super easy to be shared with employees, business partners, clients, and co workers. This ease of sharing comes with data security as well. You can share entire folders and accounts with authorized users within seconds.

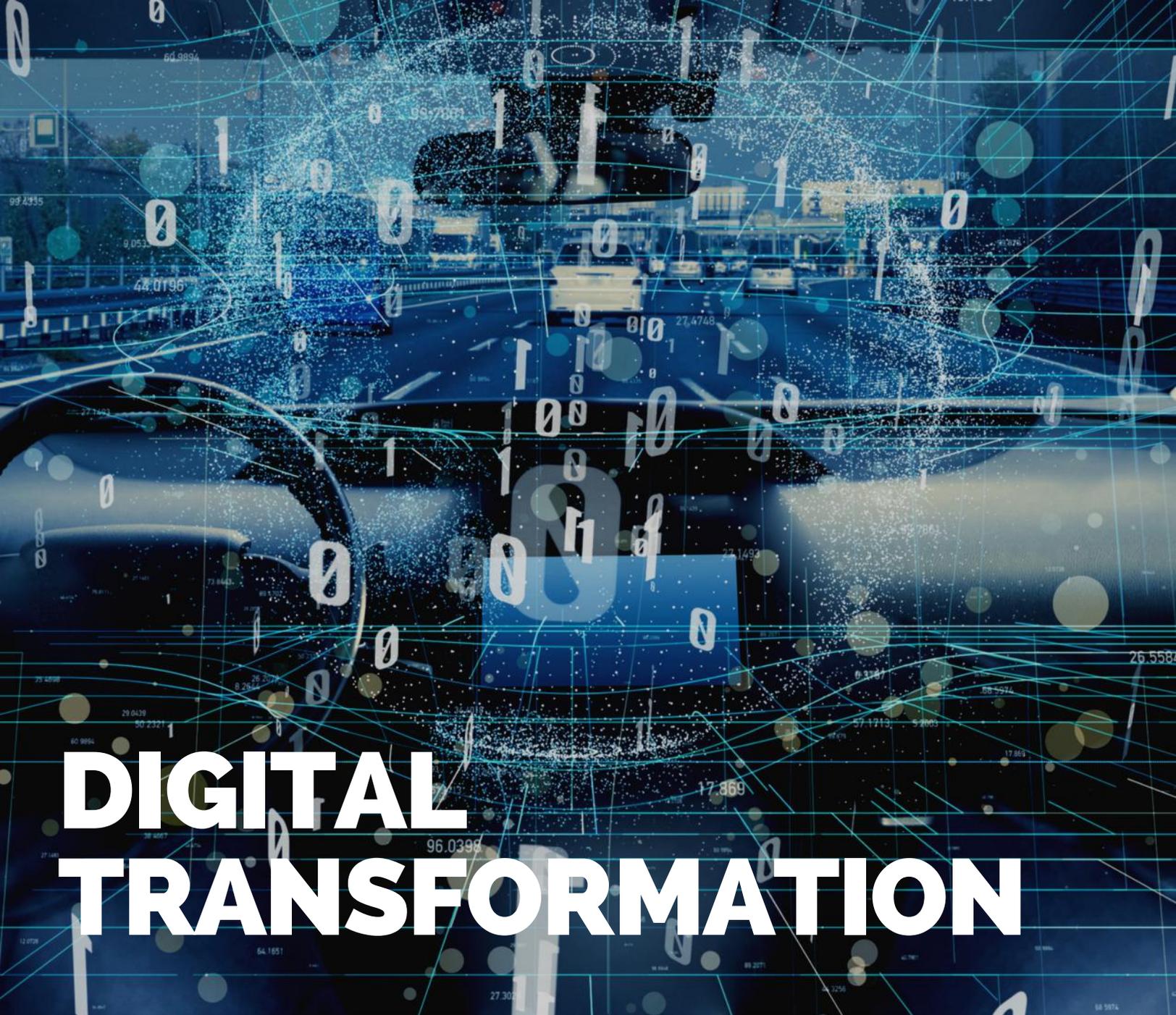
You can make great savings on annual operating expenses by using cloud based storage systems. No internal resources, expensive hardware, maintenance, physical space, etc. are required when you're working with cloud systems. You even save on energy consumption which is a considerable cost when you're using on-site servers. All of this cost saving automatically results in a better looking bottom-line for your business.



Rest assured, your data is safe when it is stored in the cloud. The data is protected against any kind of hardware or software failure as there are multiple copies made. Moreover, you can encrypt the data so that even the service providers are unable to access your information. Furthermore, multi-factor authentication mechanisms ensure that data sharing is highly controlled and there's no risk of unauthorized use of data.

Cloud based services enable both vertical and horizontal scaling. Not just that, you will have to pay for only those resources that you're actually utilizing in a given period. Whenever your business needs change and you require adjustments to be made to your cloud server, you can do it with great ease and flexibility.

**"CLOUD STORAGE IS, THEREFORE, A GREAT PLATFORM THAT NEITHER REQUIRES A HUGE INVESTMENT NOR ANY MAINTENANCE COSTS. IT ALLOWS FOR GREATER COLLABORATION AND EFFICIENCY IN RUNNING ALL TYPES OF BUSINESSES."**



# DIGITAL TRANSFORMATION

**Dealers, that weren't all in on digital, had their hands forced through COVID-19.**

By Merchon Hargrave

Dealerships across the nation have had to take a critical look at their business. From changing roles to new technology all of these areas have been disrupted during the pandemic.

One role in particular is that of the BDC. The primary job of this person was to schedule an appointment and answer base level questions. With the sales process happening almost purely online, the BDC role is now responsible for much more of the car selling process.

Not only did this role change, but the dealership work week was also disrupted. Gone are the days of multiple sales associates in the dealership from 9 am to 9 pm. Customers are now scheduling virtual appointments.



There have been many positive changes, one dealership was keeping showrooms open until 6 pm and if the sales associates didn't have an appointment they could leave at 5:30. This turned out to be a great experience for both the employees and customers. For customers, there wasn't the pressure of being hounded as soon as they walked into a showroom. Sales associates had their appointments and knew exactly who they were talking to. Leading employees to feel like they got their time back.

Dealers soon began to understand that they were selling almost the same number of cars with a more efficient business model. Many dealerships even brought back their top tier sales staff, created a schedule that was more conducive to them and their performance has been trending upward.

The more progressive dealers who have implemented these change are taking a very analytical approach and seeing what is working and not working as they make changes to their business.

While these may be welcomed changes, a few more difficult pivots are on the horizon, online sales are on the rise, touchless service is a new offering, and customers want an electronic sales process when it comes time to finalize the deal.

On top of these looming initiatives many dealer's have slashed their marketing spend. In an effort to keep the doors open, many dealers cut almost all marketing efforts 100%.



Dealers don't have the luxury of time. They are ramping marketing efforts back up as their states and regions reopen, while implementing new technology (Google analytics, SEO, digital ads) instead of just spending money on the half page black and white ad in Sunday's paper or the Saturday morning radio ad.

Customers are now expecting dealerships across the nation to be able to deliver a virtual and touch-less sales and service process. With more than half (53%) of automotive internet shoppers using a mobile device in their quest for automotive information this is a necessity for dealers.

We recommend all of our clients analyze what tools and offerings they currently have. And begin to identify current and potential weak points in their new business process.

Start with meeting the needs of your current customer. Ensure that they understand your COVID-19 process and the tools and systems your dealership has in place to service them. Once you have identified these areas carefully examine your sales process. You may find that you have a gap in your new sales process and are in a need of a program/software to assist you.

Examine your dealership as a whole, if you are faced with a second wave of COVID-19 do you have the necessary tools to battle the storm? We recommend investing in cloud-based solutions. This allows for safe access for your entire staff from remote locations.

Carefully analyzing each aspect of your business will allow for a secure and seamless process for you customers and staff.

**WE NOW  
INTEGRATE  
WITH**

---

**DEALERTRACK**

If you are looking for next level data /  
document management. Drop us a line at  
[vp.sales@dealerdocx.com](mailto:vp.sales@dealerdocx.com)





# **COVID-19 TOUCHLESS SERVICE**

---

By Michelle Grondin

Automotive customers have many worries right now during the COVID-19 pandemic. On the list for some is keeping their car dependable, especially for those who work at “essential” businesses and need to commute.

There are many basic car care tasks, such as checking fluids and inspecting tires, that dealerships can promote in a safe manor. Bare in mind, people in many parts of the country have been advised to stay home, and everyone should follow that advice and practice social distancing as much as possible.

But if your customers have repairs or maintenance that cannot be postponed, the suggestions and tips below can help you educated them on your safety protocols and how your dealership is protecting their health.

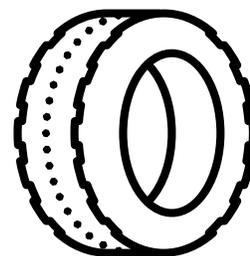
## OIL CHANGES

For cars that need maintenance, oil changes and light repair work may allow your customer to remain in the vehicle while its being serviced. Be sure to include an estimated wait time as customers may opt to drop off the vehicle.



## TIRES

Dealerships are open in most areas and able to provide replacement tires or a more significant repair. Again, we would recommend providing an estimate for time of completion and encourage your customer to leave the vehicle with you and educate them on your COVID-19 process.



## ROADSIDE

If your customers are in need of roadside assistance, companies around the nation are still providing roadside assistance to their members, their service providers have protocols in place to protect the safety of their customers while they assist them.



# THE **FAST LANE**

We are pleased to provide you with the most up-to-date information concerning the automotive industry. If you are looking for assistance with your dealership's digital transformation process please don't hesitate to reach out to us. We will provide you with insight and assistance as you begin your journey.

## **The DealerDOCX Team**

### ***CONTACT***

770 Canning Parkway Victor, NY 14564

Tel / 888-763-3629

Email / [vp.sales@dealerdocx.com](mailto:vp.sales@dealerdocx.com)

