



BICE CHRYSLER DODGE JEEP RAM

Transforms Operational Efficiency with Traffic Conversion Analysis (TCA)



www.DriveAutoHook.com/TCA

THE PROBLEM

Bice Chrysler Dodge Jeep Ram (Bice CDJR) had no way to accurately assess the performance of both their lead sources and their individual salespeople. In order to refine their sales and follow-up processes, they needed a solution that could measure their true success by looking at how many vehicles they sold, as well as the sales they lost to competing dealers.



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THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA combines a dealership's CRM data with lost sale data to provide dealers with a complete view of what's working for their store, what's not and where they can improve. The solution exposes a dealership's greatest lost opportunities tied to a specific time frame, lead source, salesperson, model, geography and more.



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THE SOLUTION

TRAFFIC CONVERSION ANALYSIS (TCA)

TCA IDENTIFIED THE DEALERSHIP'S TOP THREE AREAS OF OPPORTUNITY...

BY DAY

Bice CDJR was losing a significant number of sales specifically during days 0-4 after leads hit their CRM. In addition, days 0-4 offered the most opportunity to improve their follow-up process, as 78% of defections during this time frame purchased a vehicle from a same make competitor.

BY LEAD SOURCE

Lead Source X was identified as their highest defecting lead source.

BY SALESPERSON

TCA exposed the dealership's best and worst performers based on their close and defection rates, as well as the individuals with the most potential to improve.



THE EXECUTION

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

BY DAY

- Allocate more time and effort to leads that are 0-14 days old, focusing primarily on leads in the 0-4 day range.
- Dealership Owner and President, Brian Bice also changed their lead management process so that only managers could kill deals.

BY LEAD SOURCE

- Implement additional follow-up training for your sales team on all leads from Lead Source X to reduce the high defection rate associated with that source.

BY SALESPERSON

- Review TCA results monthly with sales staff to create transparency amongst your team and hold each person accountable for the sales they closed and the sales they lost.
- Brian Bice also worked one-on-one with every salesperson, took their feedback and used their TCA data to find opportunities for peer coaching to help them further reduce their number of defections.



THE RESULTS

[TIME FRAME: 90 DAYS]

OVERALL

89%

OVERALL INCREASE IN
CLOSED SALES



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THE RESULTS

[TIME FRAME: 90 DAYS]

DAYS 0-4

44%

DECREASE IN
DEFLECTIONS

32%

INCREASE IN
CLOSED SALES

43%

DECREASE IN DEFLECTIONS TO
SAME-MAKE COMPETITORS



THE RESULTS

[TIME FRAME: 90 DAYS]

LEAD SOURCE X

242%

INCREASE IN
CLOSED SALES

15%

DECREASE IN
DEFLECTIONS

THE RESULTS

[TIME FRAME: 90 DAYS]

Salesperson X* went from having the highest number of defections to becoming one of the top performers on the team.

*This individual's name will remain anonymous for the purpose of this case study

INDIVIDUAL SALESPERSON

78%

INCREASE IN
CLOSED SALES

11%

DECREASE IN
DEFLECTIONS

THE DEALER RESPONSE

"After my first TCA consultation, it was clear we had room to improve in multiple areas, particularly with our sales team's follow-up process. There's no question that TCA, combined with the recommendations AutoHook provided, drastically helped my team close more opportunities — so much so that one salesperson increased their close rate by 78% in just 90 days. Additionally, our overall increase in closed sales rose by 89%. To say TCA has been a game changer for my store would be an understatement."

– Brian Bice | Owner & President, Bice Chrysler Dodge Jeep Ram



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