

Larry H. Miller Toyota Boulder

Located in the Mountain States region of Colorado, Larry H. Miller Toyota Boulder is known for its stellar customer experience. Having won many awards, including the J.D. Power 2020 Dealer of Excellence and Toyota's 2019 Presidents Award, Toyota Boulder is constantly seeking out new opportunities to make their customers happy.

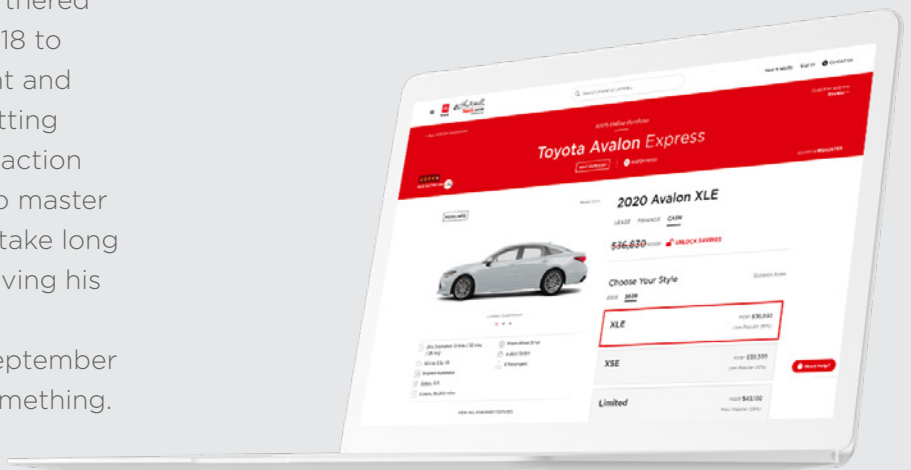


Challenge

In 2018, the Larry H. Miller Group embarked on a journey to bring digital retailing capabilities to all 60+ rooftops within the group. They were particularly interested in having the Toyota Boulder store try Roadster given General Manager Jarred Black's process-oriented approach. Jarred had tried other tools in the past but found them to be glorified payment calculators. He was looking for something that could empower his sales staff to work with customers in the showroom and online, with little management oversight. He knew many inefficiencies were happening. If he could significantly reduce the time his sales team spent waiting in line at the sales manager's desk for information — it would increase their productivity, lead to more sales per person and result in higher customer satisfaction scores.

Solution

Larry H. Miller Toyota Boulder partnered with Roadster in December of 2018 to utilize both the Express Storefront and Express Trade products. After getting comfortable with the online transaction platform, Jarred quickly moved to master the in-store component. It didn't take long for him to realize the power of having his team use it to engage customers regardless of their location. By September of 2019, he knew he was on to something.



He took a portion of his staff and dedicated them to using Roadster with every customer, both online and in the showroom. Not only did customer satisfaction skyrocket, but this Roadster team was so much more efficient than everyone else, pulling the average cars sold per person up from the typical 8-9 units to 15+.

By January, he was ready to roll this out to the rest of his staff. He centered his entire sales process around the capabilities of his Express Store.

Things had just begun to hum when the COVID-19 pandemic hit. Like many dealerships around the country, Jarred had to reduce his headcount overnight, but he didn't skip a beat process-wise. After all, they had been perfecting it for the previous 12+ months. With remote sales in their blood, Jared and Toyota Boulder went on to sell the same amount of cars in May vs. pre-COVID, but with half the staff. Those who were not 100% on board previously adopted the technology quickly to be more productive and work with multiple customers at once. One of the most successful sales professionals went from selling 25 cars a month to 44+ in April. He refers to the Express Store as his "virtual assistant."

Fast forward to today — Jarred and his staff use Express Storefront with every customer, regardless of the source. Salespeople share 2,000 deals per month with internet leads and phone ups, seeing a 75% open rate and 50% conversion to deal-making activity. The result? Average cars sold per salesperson is up 18 units per month while maintaining the same F&I gross profit levels as before.

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Express Storefront has made us way more efficient. Not only does it allow our salespeople to control their destiny and spend more time selling cars vs. waiting to get information from the desk, but it has created a better experience for the customer!

Jarred Black, GM

Larry H. Miller Toyota Boulder

Results

INCREASED EFFICIENCY

125%

increase in cars sold per person (from **8 units** → **18 units** on average), without sacrificing gross profit per vehicle.

INCREASED PRODUCTIVITY

2,000

shared details per month, 75% open rate and 50% click through rate

HIGHER ENGAGEMENT

23%

of visitors engage in deal making activity

