



KENECT

“ The reports I ran showed that our sales associates who used **Kenect** sold more units. The highest performing locations were the ones using Kenect **the most.** ”

Joe Kromer
Marketing Director, Family RV Group





+ KENECT®

Company:
Family RV Group

Location:
Cincinnati, OH

Industry:
RV Dealer

Solution:
[Business Texting](#)
[Online Review Generation](#)
[Video Chat](#)
[Web Leads](#)

Size:
12 Locations across
five states

WANT A DEMO?
TEXT US.
888-972-7422



www.kenect.com

WHO IS FAMILY RV GROUP?

Family RV Group began in Cincinnati as a single family-owned dealership in 1968. Since then, the family has grown to twelve locations across five different states. With recognitions as a Deloitte Cincinnati Top 100 Company and RV Business Magazine's Top 5 Blue Ribbon Dealer, Family RV Group continues to "treat both employees and customers like family."

CHALLENGE

Family RV Group had a few key challenges:

- Too many calls into the service department using up employee time
- Frustrated customers on the phones from waiting too long on hold
- No review generation plan in place
- Needed the website to generate more inbound leads

SOLUTION

Kenect solutions to solve each challenge:

- Enable Kenect business texting to eliminate the large portion of phone calls in Service
- Use pictures and video chat to give customers service updates
- Use review requests texts after each sale
- Install 'Text Us' widget on website

RESULTS

"The Operations Manager shows our Kenect report to the GM at each location every month and basically says **the more you use Kenect, the more sales you're gonna get.**"

6,839

inbound website leads
in twelve months

"These are all incremental leads that we wouldn't have gotten without Kenect."



Service Department runs on text

"With Kenect, customers can directly text the service rep they worked with for a quick response."



Video Chat with customers

"We start a video chat or send a picture to customers to show the status of their RV."



500+ website leads per month

"In the peak season we have over 1,000 inbound leads per month."



Consistently generating online reviews

"Kenect made generating reviews easy from both the associate side and the consumer side."