

# KENECT<sup>®</sup>

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“ Kenect Payments easily saves us  
**10 minutes**  
per transaction ”

Michael Savici,  
Sales, Lincolnton Marine





# KENECT®

Company:  
Lincolnton Marine

Location:  
Lincolnton, GA

Industry:  
Marine Dealer

Solution:  
Text-to-Pay

Size:  
Lake Thurmond's largest  
marine dealer

## WHO IS LINCOLNTON MARINE?

Lincolnton Marine was established in 1975, making it the oldest dealership in the CSRA. They pride themselves in promises of unbeatable prices, tremendous selection, and service above all. Lincolnton focuses on building repeat customers. To achieve that goal, they focus on building relationships with customers through top-notch staff and innovative technology.

### CHALLENGE

Lincolnton Marine had a few key challenges:

- Needed a way to do payments without employees writing down credit card numbers
- Wanted to streamline company to be more automated/computerized in service department
- Looking for a way to easily collect service payments on after-hours dropoffs and pickups

### SOLUTION

Kenect Text-to-Pay was initiated in order to address the key challenges at Lincolnton. The service department would begin requesting payments via text and cut out unnecessary steps like chasing down payment information and writing down credit card numbers by hand.

### RESULTS

Since launching Text-to-Pay six months ago in April 2020, Lincolnton has run over \$40,000 in service department transactions through text message payment requests.

Lincolnton Marine has been able to push forward their "service above all" mission by simplifying the payment process for it's customers and staff.



#### No more payment errors

Employees no longer need to chase down, write down, and handle credit card information



#### Saving employee time in service dept

"Kenect Payments easily saves us 10 minutes per transaction."



#### Cutting unnecessary steps

"It's cutting out a lot of steps, and time is money. It's just faster. You get so busy in this business."



#### Text payments for after-hours

Customers can dropoff or pickup boats after-hours and simply pay for service over text message.



**"THE BIGGEST KEYS ARE IT CUTS OUT STEPS, INCREASES PRODUCTIVITY OF EMPLOYEES, AND MAKES AN EASIER PROCESS FOR THE CUSTOMER."**

Jeremy Dawkins  
CEO, Lincolnton Marine

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



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