

POLARIS | KENECT



“ Kenect allows you to reach out to more customers. Before we would sit on a call for 5-10 minutes. Now we send a 30-second text. Communicating with more customers results in more closed sales. ”

Ryan Markel
Sales Manager, Snow's Polaris

POLARIS + KENECT®

Company:
Snow's Polaris

Location:
Chicora, PA

Industry:
Powersports

Solution:
[Business Texting](#)
[Online Review Generation](#)
[Web Leads](#)
[Text-to-Pay](#)

Size:
Largest Polaris inventory
in the Tri-State area

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



www.kenect.com

WHO IS SNOW'S POLARIS?

Snow's Polaris is a 3-location dealership in the Pittsburgh market and Top 30 Volume Polaris Dealer in the nation. With over 300 new/pre-owned Polaris vehicles to choose from and a 5,000 square foot service building, Snow's Polaris is a one-stop shop for sales, parts, and service. They pride themselves in customer service with *No Hassle, No Haggle Pricing, and No Hidden Fees.*

CHALLENGE

Snow's Polaris challenges before Kenect:

- Difficult to reach customers via phone during work hours
- Struggled to gather consistent online reviews
- Needed website to produce more inbound leads
- Had to ask for credit card information over the phone to collect payments

SOLUTION

Kenect solutions:

- Text-enable main business number, begin communication with customers via text
- Text review requests to every satisfied customer
- Install 'Text Us' widget on company website to increase inbound leads
- Use Text-to-Pay to collect payments/deposits

RESULTS

"I recommend all dealerships use Kenect. If you're not reaching out to your customers with text message now-a-days, then you're missing the boat.

INBOUND
WEB LEADS
via text **763**

We have all the departments in our dealership running on Kenect. Customers want you to text them."

INCREASE
IN ONLINE
REVIEWS



146%

DURING
FIRST 12
MONTHS



51%

DURING
FIRST 90
DAYS



12,451 total text messages sent

"We use Kenect in to send updates and answer questions on vehicles currently in service."



Steady stream of 5-star reviews

"Kenect allows us to gather more reviews and build a better customer base."



More leads, More revenue

"Communicating with more customers results in more closed sales."



Text-to-Pay used in Service and Sales

"I just say 'Hey I'm gonna shoot you over a payment link'. It's a LOT easier to grab deposits."