

BUCHANAN SAVES AUTO DEALER COSTS WHILE INCREASING SERVICE LEVELS

THE CHALLENGE

A Fortune 500 automotive retailer had over 120 automotive dealerships scattered geographically across the United States and was struggling to find consistent, in dealership technical support. Due to the large footprint of dealerships which spanned 14 states and over 25 major metropolitan markets, the service and technical expertise, not to mention price, fluctuated dramatically. They were looking to streamline processes, simplify work orders, and provide a consistent level of service in a timely manner. Their hope was to find a single provider that could track all open repair orders, utilize web based training, and bring a consistency to the level of support the dealerships received when they had technical issues.

BUCHANAN'S SOLUTION

Buchanan had a large footprint across the US, and they were able to craft a proposed solution that would leverage Buchanan's existing geographical footprint to meet the dealer's needs. Buchanan would allocate dedicated field technicians to the account in the markets where the retailer had a certain density of dealerships. In less dense markets, Buchanan would still utilize their existing technicians, but would control costs by only fractionally dedicating them to the account. Buchanan would coordinate training documentation and monthly web based training where all field technicians would have consistent knowledge and information needed to provide the consistency in service.

THE SUCCESS

The primary success in the solution was a combination of both financial rewards and increased service levels. The dealer was able to reduce staff by eliminating the amount of full-time regional technology managers needed, therefore decreasing overhead dramatically. By using built documentation and the monthly web-based training, Buchanan could supply in-market technicians, on-site, in a shorter time frame. The travel expenses were reduced because there was no longer a need to send corporate technicians to local sites, and time was no longer spent in coordinating travel and sending technicians to respective markets. Buchanan's solution was crafted to charge on a subscription model based on user count. This gave the dealer group a predictable cost model that was scalable to meet the needs of the automobile dealer's aggressive growth plans and providing confidence in limited down time. Overall, the cost savings alone was enough, but the dealer reaped double when Buchanan was able to increase service quality and reduce overall wait time for technical assistance. As the dealer opens new dealerships, Buchanan is the trusted partner for set-ups and break-fix in all new locations. Truly a Win-Win!

"Buchanan is proud to have created a scalable solution to address this need for the automotive industry. Keeping dealerships up and running is critical to sales success, and this solution addresses the basic blocking and tackling needed for break/fix, store openings, store closings and more, ultimately driving less distractions and more sales for the client."

*Director, Technical Operation – Joseph Voeller
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