



Finch Auto Group Improves Transparency and Smooths Customer Transactions with Quorum's Autovance MyDeal

Finch Auto Group is a leading Ontario automotive group, consisting of 6 dealerships. Known for their creativity and innovative approach, Finch needed a modern digital retailing solution that offered flexibility for both their dealerships and customers. Quorum's Autovance MyDeal delivered immediate and exceptional results.

Finch was looking for a digital retailing tool that would help them engage with more consumers online but didn't impact current customer experiences and expectations

Dealers are always looking for more leads and opportunities to drive sales. And with increasing consumer demand for a transparent vehicle purchase experience, Finch was looking for a digital retailing tool that would deliver accurate, consistent pricing and payments that was tightly integrated to their existing in-store processes.

"The whole digital retailing concept is interesting when one looks at the way consumers buy cars," says Mike Beernink, Managing Partner of Finch Chrysler. "There's a phase where customers are early in the funnel or on the road to the sale, and they want information. They want to be able to get that information but aren't ready to go all the way."

Finch had tried using a competitive retailing product, but it wasn't overly successful. The tool was too complicated; while it allowed customers to fill out a credit application and led them through the purchase side of the transaction, it was missing the information component that presented options to the customer before they made a commitment. This ultimately limited customer engagement and resulted in poorer results when it came to driving leads.

MyDeal lets the dealership accomplish what they want with full transparency while giving the customer the flexibility they demand

As long-time users of Quorum's Dealer Management System (DMS), Finch was intrigued when MyDeal was introduced and they saw the many different ways it let them approach a sale. "I think one of the challenges in digital retailing is that we're still trying to box a customer into the same way of purchasing a vehicle, much like it is in a store," says Mike Beernink. "If we've learned anything it's that not many people want to be boxed in. MyDeal allows a customer to do it their way."

Challenge

Find effective ways to engage consumers outside the dealership to drive more leads and sales opportunities

Solution

Autovance MyDeal, a state-of-art digital retailing tool

Results

A more transparent and flexible approach for customers, facilitating smoother dealer transactions and higher gross profits

Key MyDeal Features

- Flexible options allow customers to configure payments and trade-ins at their leisure
- Dealers can track the customer's interactions with MyDeal to gain deeper insights and increase engagement levels
- Eliminates price discrepancies between online and showroom prices
- Allows a hybrid approach where a customer can start online with MyDeal or have sales staff push a MyDeal quote to the customer



For us, Quorum is a great investment. It's a mindset, a culture, it's a vision of where you want to take your dealership. MyDeal is one of those tools that yes, it provides you leads. Is it only that? No, because there's the transparency piece for your customers. There's the control piece to do remote sales. When you look at the many different ways you can utilize this tool, its value is off the charts.

Mike Beernink, Managing Director
Finch Chrysler

MyDeal was the first retailing tool Finch had seen that gives full flexibility to the customer when engaging in the vehicle purchase process. From accessing information through the dealer website, to booking a test drive, scheduling an appointment or working the deal with their trade included, it can all be done on their terms.

And while MyDeal allows customers to conduct the process at their own speed, it also allows dealers to push information to the consumer. When the dealership takes a sales call or internet lead and pushes the MyDeal quote to them, the customer then has the opportunity to spend time with the quote and make adjustments—such as adding their trade or adjusting payments. This hybrid approach means that the dealership can accomplish what they want with full transparency while giving the customer the flexibility to make the numbers work for them.

The tool is also extremely easy to use. Finch's set-up was straightforward as MyDeal is seamlessly integrated into the Quorum DMS. From point of purchase to being operational on Finch's website took less than 72 hours and staff reaction was immediate and positive.

Built on the Autovance Desk application, MyDeal includes a full suite desking solution that allows dealers to generate clean and modern presentations both in-store and online and provides customers with the level of transparency they expect.

A great investment that delivers outstanding value

MyDeal provides open access to information, plus the transparency that dealerships are striving for and that consumers are demanding. While Quorum's desking and F&I tools are designed to help facilitate a smoother transaction for the consumer, they also help the dealership to make more money.

Quorum lets the dealer select programs and credits on a monthly basis and gives them the flexibility to create unique programs. MyDeal provides a very effective way to communicate online, enabling dealers to do much more remotely. 80% of customers know what car they want before they come into a dealership. MyDeal gives the dealer control over their part of the process.

While Finch has worked with other platforms, they feel that one of the best things about working with Quorum is their dealership-centric approach and their product suite strategy, which ensures that all new products are fully integrated into the product suite. With MyDeal, Quorum offers a full digital retailing solution that complements their sales solution, combined with strong DMS support.

"The best thing about Quorum is working with a vendor that understands the day-to-day struggles that car dealers have," says Mike Beernink. "And whether it's with integrations, or just getting things across the finish line, there's nobody better."

Are you looking to modernize your customers' shopping experience?

Call us today and let one of our Digital Retailing Performance Specialists provide you with a free MyDeal assessment and presentation.



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