



Customer Success Stories

The Mercedes-Benz of Baton Rouge Success Story



Mercedes-Benz of Baton Rouge
Group <http://www.mbovr.com/>

izmocars Products & Services:

iCRM – Customer
Relationship Management
Enterprise Solution

Key Benefits:

- Easy integration and interface to DMS/ACS
- Ensured high availability of customer data to all employees despite geographical dispersion.
- Enabled capital to be used more effectively

Joe Agresti, dealer principal of Mercedes-Benz of Baton Rouge, increases sales in a difficult business environment and takes advantage of selling to their original Mercedes-Benz client base.

“The use of izmocars as a general traffic and data base management tool has been endlessly valuable to Mercedes-Benz of Baton Rouge. It has been particularly valuable to our operations lately due to the dramatic incentives offered by the manufacturer.”

“We have used izmocars to mine our customer base to find people we can switch out of leases early by using Mercedes-Benz lease pull-forward programs and offering a lower note using the highly subsidized 1.9% rates currently available through Mercedes-Benz Financial. We are currently 2nd out of the 75 Mercedes-Benz stores in the southern region in terms of year to date new vehicle sales versus the same period in 2008.” - Mercedes-Benz of Baton Rouge The second largest MB dealer in the southern US needed to use their customer database more effectively to find and keep a record of their customers in equity, who also owned vehicles that would best fit the incentive being offered by Mercedes-Benz Financial.

The dealership needed to regularly communicate with both MB USA and MB Financial regarding the equity status of their MB customers. To be able to do this a proper record of customers in equity needed to be maintained as well as the service status of their vehicles, since customers with vehicles that have a high need for service are the best candidates for re-purchase. In addition, the sales staff needed to regularly log the result of any communication with a customer.

The problem lay in achieving these goals in an environment, where the sales staff did not keep proper records and the customer database had grown too large for individual management.

Making Customer Identification and Communication Quick and Easy

After carefully examining all CRM solutions in the market, Mercedes-Benz of Baton Rouge selected izmocars' iCRM. iCRM, a web-based Enterprise Level Solution helped the dealership achieve all their goals.

The dealership specifically needed a solution with a powerful search engine to immediately identify all customers in equity as well as the right mix of vehicles and service characteristics. They also needed a tool to generate reports of customers contacted by sales staff and the results of that communication. Their sales staff required word tracks to communicate effectively with customers. Time was short and a solution, which could communicate quickly and easily over the Internet, was needed.



The Mercedes-Benz of Baton Rouge Success Story



Mercedes-Benz of Baton Rouge
Group <http://www.mbovr.com/>

izmocars Products & Services:

iCRM – Customer
Relationship Management
Enterprise Solution

Key Benefits:

- Easy integration and interface to DMS/ACS
- Ensured high availability of customer data to all employees despite geographical dispersion.
- Enabled capital to be used more effectively

Leaping Forward with Value-Added Data Mining

iCRM was the only solution that answered all of the above needs of the dealership. The comments of Mr. Agresti below indicate his great admiration for his CRM tool of choice.

“The use of izmocars as a general traffic and data base management tool has been endlessly valuable to Mercedes-Benz of Baton Rouge. It has been particularly valuable to our operations lately due to the dramatic incentives offered by the manufacturer.” “We have used izmocars to mine our customer base to find people we can switch out of leases early by using Mercedes-Benz lease pull-forward programs and offering a lower note using the highly subsidized 1.9% rates currently available through Mercedes-Benz Financial. We are currently 2nd out of the 75 Mercedes-Benz stores in the southern region in terms of year to date new vehicle sales versus the same period in 2008.” This is truly remarkable as the dealership competes against cities such as Atlanta and other metropolitan areas many times the size of Baton Rouge. We are honored to have Mercedes-Benz of Baton Rouge as our client for the last six years.