



# USING BIG DATA //

**How the top Dealerships in the country make decisions based on data...**

*"You can have data without information, but you cannot have information without data."*

Daniel Keys – Programmer & Writer



# ENTERPRISE DASHBOARD

# BIG DATA

30.6 Million Appointments

228 Million Outbound Calls

23.5 Million Store Visits

11.5 Million Sold Vehicles

73.5 Million Prospects



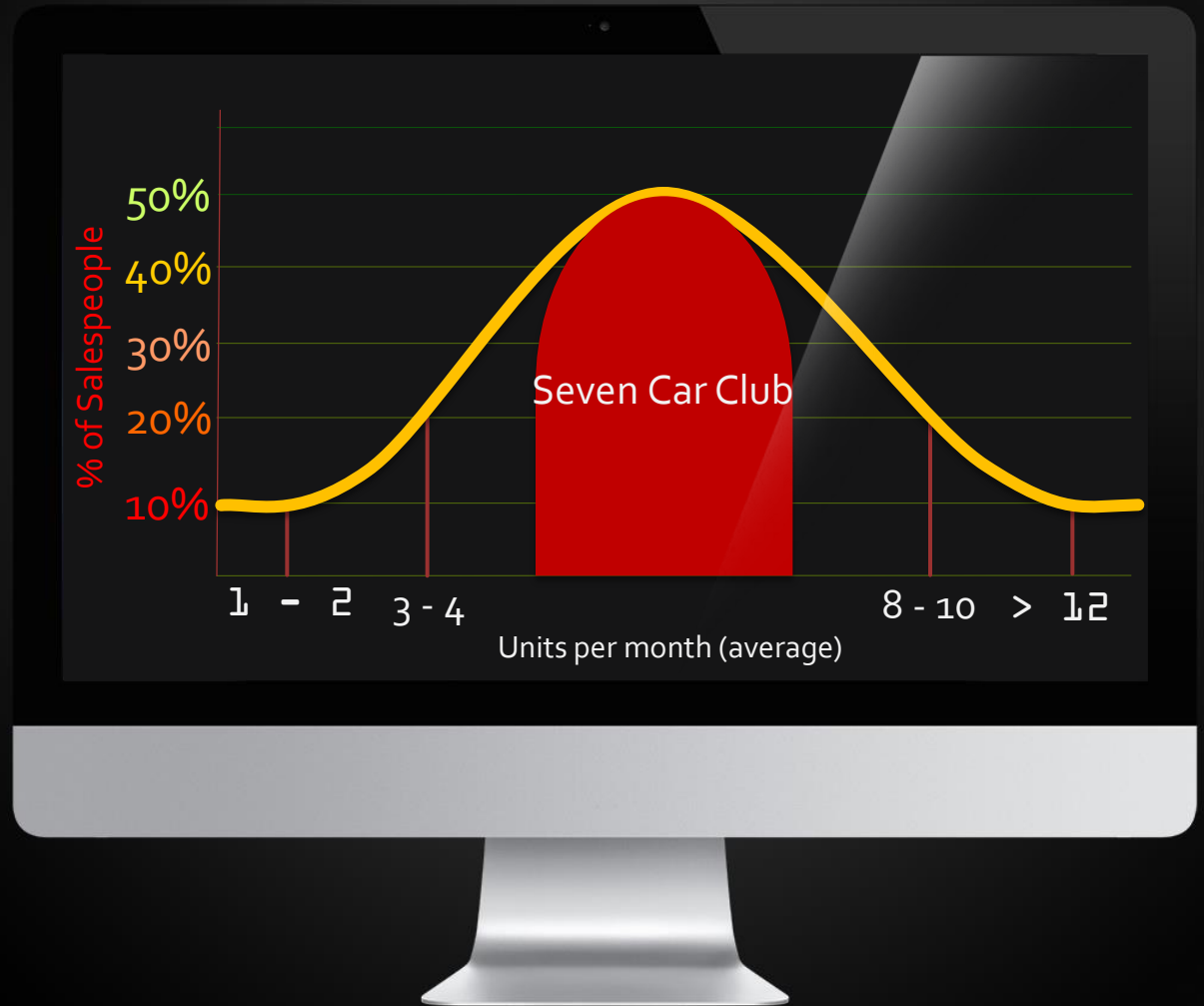
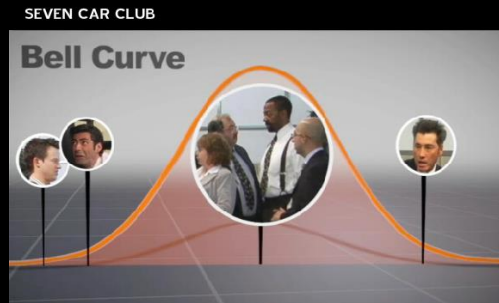


## What we learned first:

11.5 million sold records

Validated the bell shape curve

The Seven Car Club is Real!!!



## Response Times





## Internet Lead Response Times

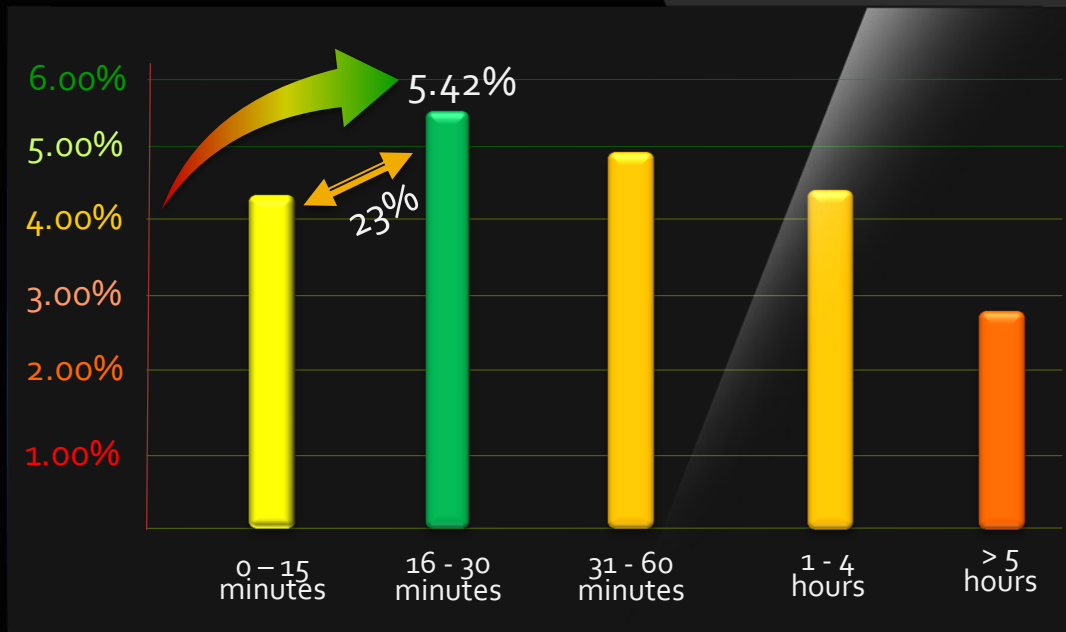
Leads analyzed: 20.7 million

0% influence

15 – 16 minutes

23% better closing ratio

# Why?





## What do the best have in common?

- Multiple vehicle options
- Personalized paragraph
- 3<sup>rd</sup> party references
- Push for the phone

### 2012 Ford F-150 2WD SuperCrew 145" XL



MSRP: **\$43,290.00**

Internet Price: **\$41,010.00**

VIN: 1FTFW1CT7CFC95068

Stock: 123433

Style: 2WD Standard Pickup Trucks

Engine: 8 Cylinder Engine

Transmission: Automatic

Hi Kevin,

My name is Peter Ord, and I realize shopping for a new vehicle is an exciting time! I am honored to be a part of your information-gathering process.

I have included some information on your car of interest, as well as several other options that I think might also interest you.

I noticed you live in Hill Valley which is right around the corner. I would be happy to bring the F150 out to you for a test drive. Our internet price is \$41,010 net price after rebates. Our pricing is below the consumer trust website Edmunds.com's True Market Value. According to Edmunds, True Market Value is \$41,640 which is what others are paying for the same vehicle and represents a great deal based on market conditions.

I would like to discuss you options over the phone when you have a moment. Please give me a call at my direct line (818) 555-1212 or email me your phone number and I will get back to ASAP. At ABC Motors we strive to make our customers happy and it shows. We have received top honors from Ford Motor Company for customer satisfaction.



[VIEW DETAILS](#)

### 2012 Ford F-150 4WD SuperCrew 145" FX4



MSRP: **\$38,540.00**

Internet Price: **\$27,240.00**

VIN: 1FTFW1EF8CFC01884

Stock: 122705

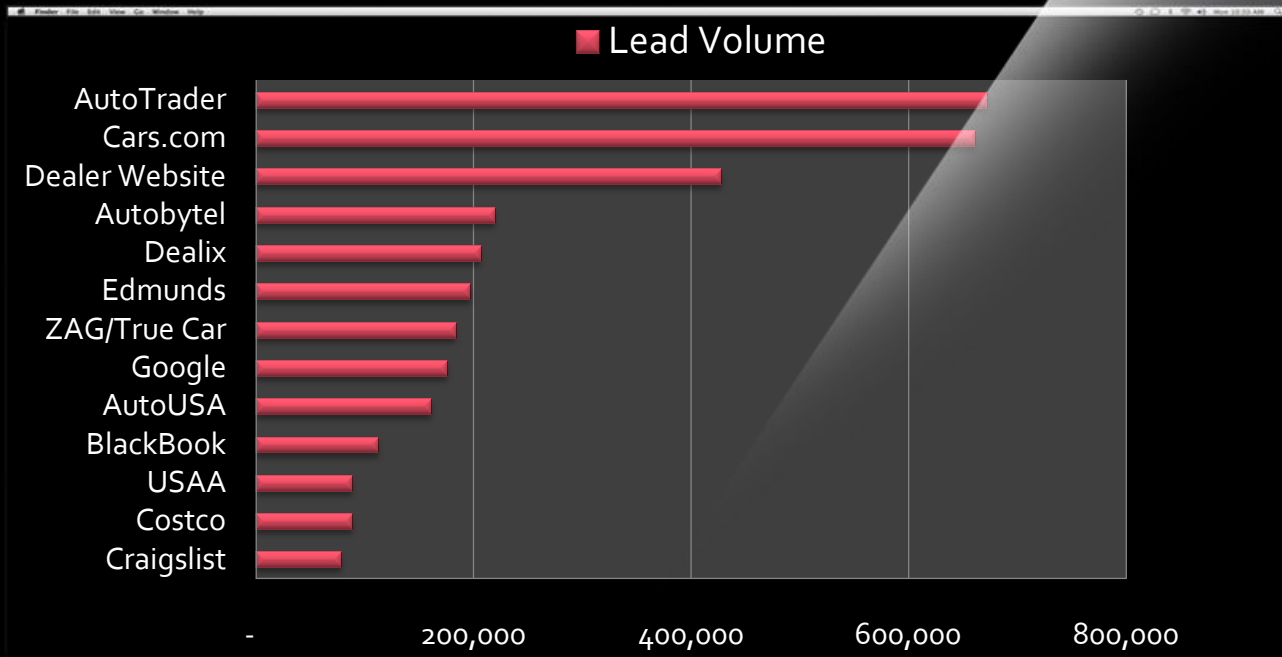
Style: 4WD Standard Pickup Trucks

Engine: 8 Cylinder Engine

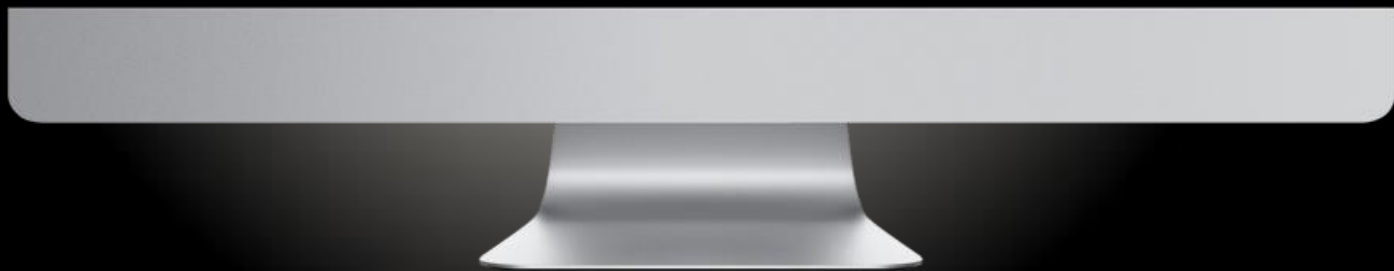
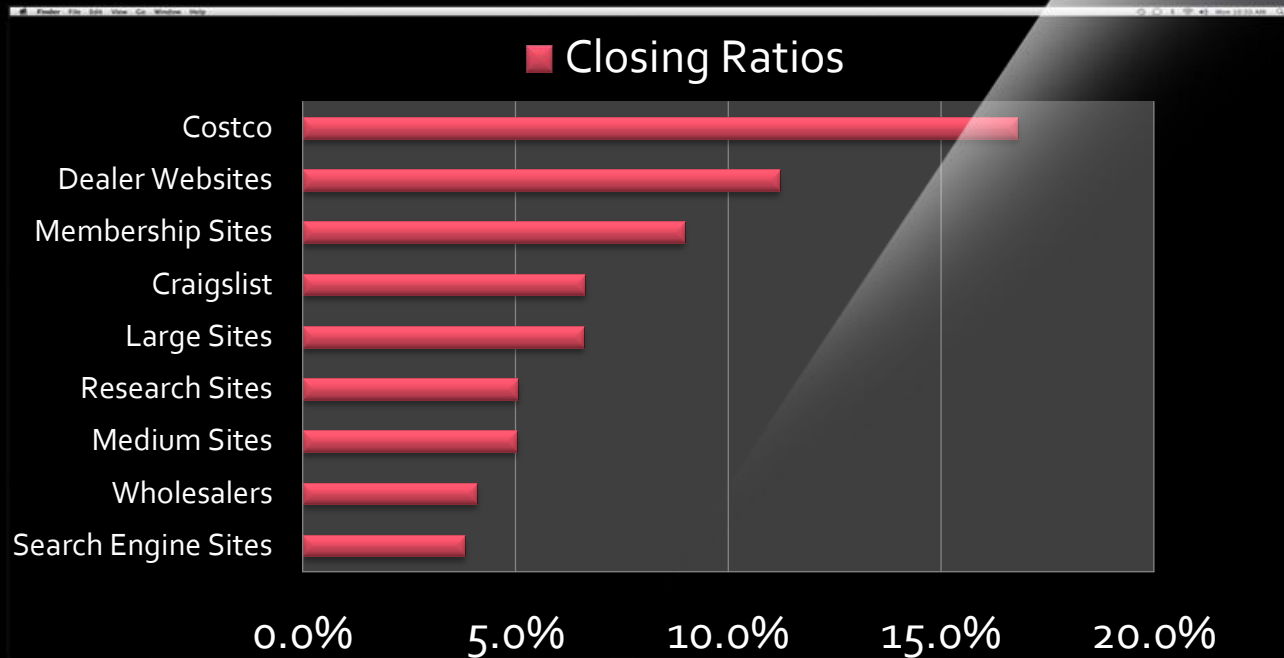
Transmission: Automatic



Lead Providers











## Optimal Number Of Calls?

Average dealer – 3 calls

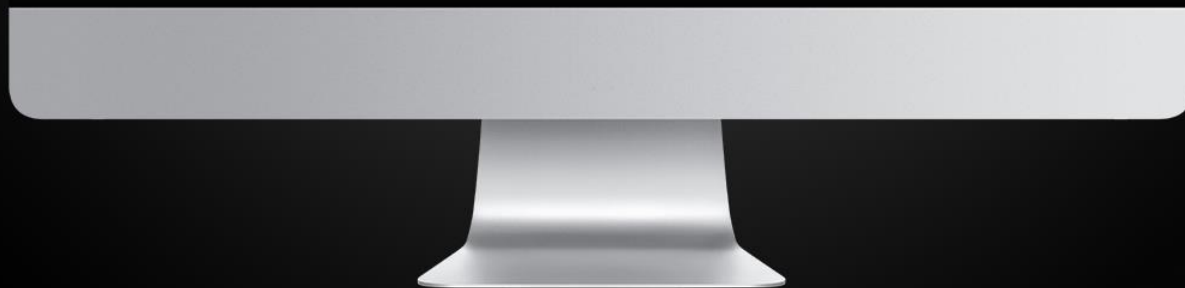
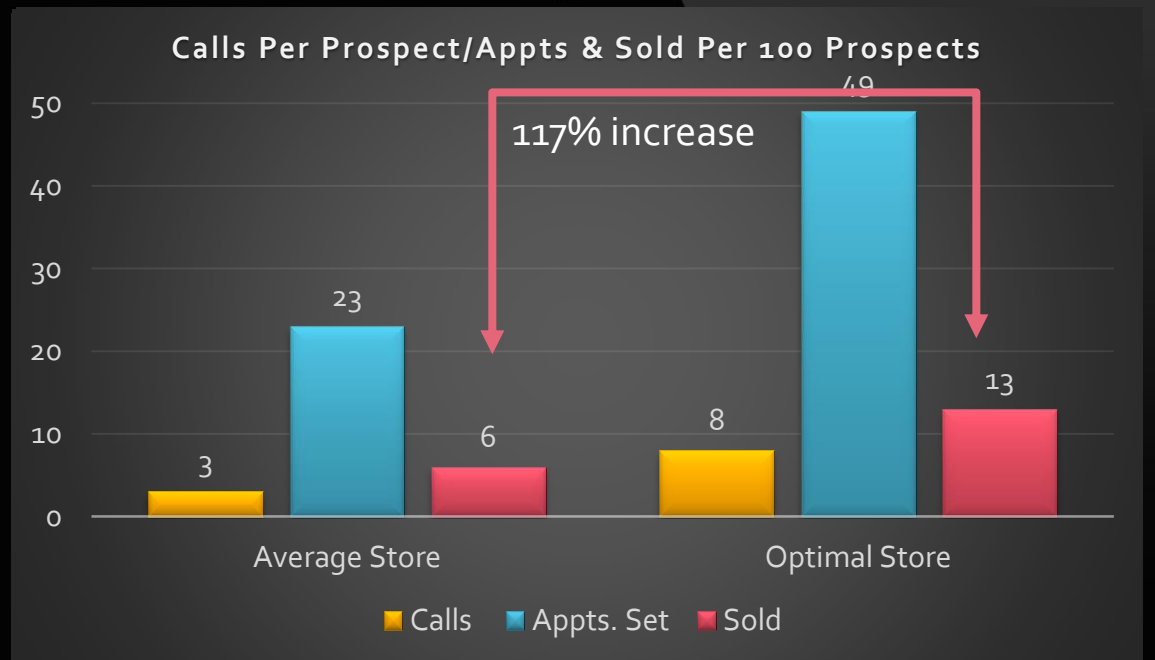
Optimal – 8 calls

Average dealer – 23 appts.

Optimal – 49 appts.

Average dealer – 6 sold

Optimal – 13 sold

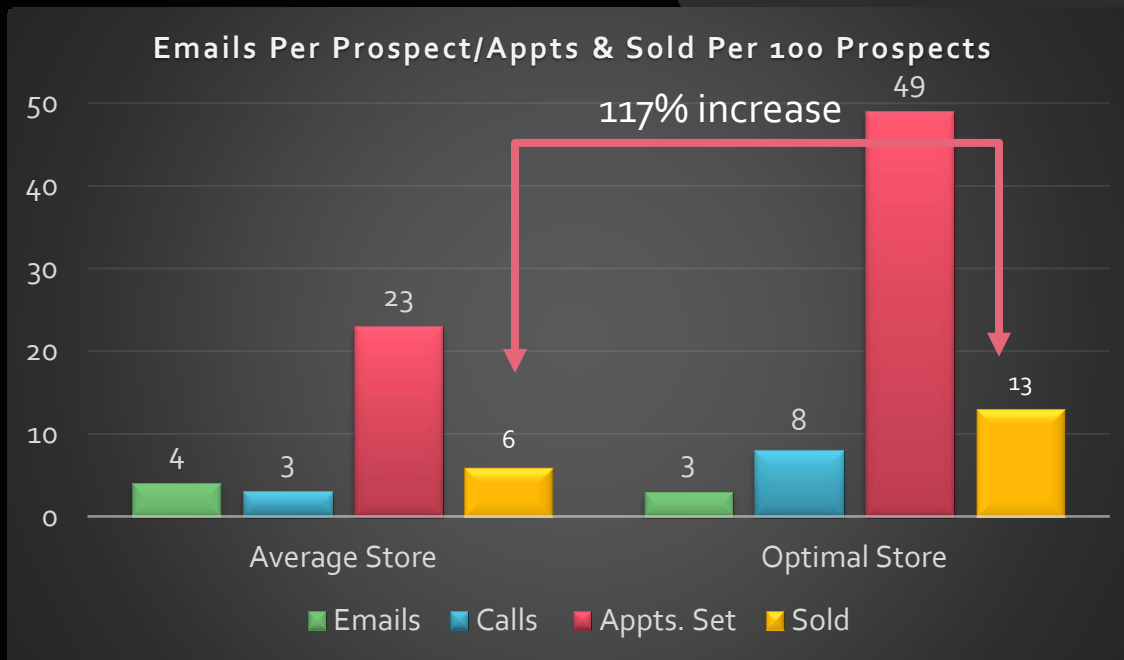




Emails?

Average dealer – 4 emails

Optimal – 3 emails

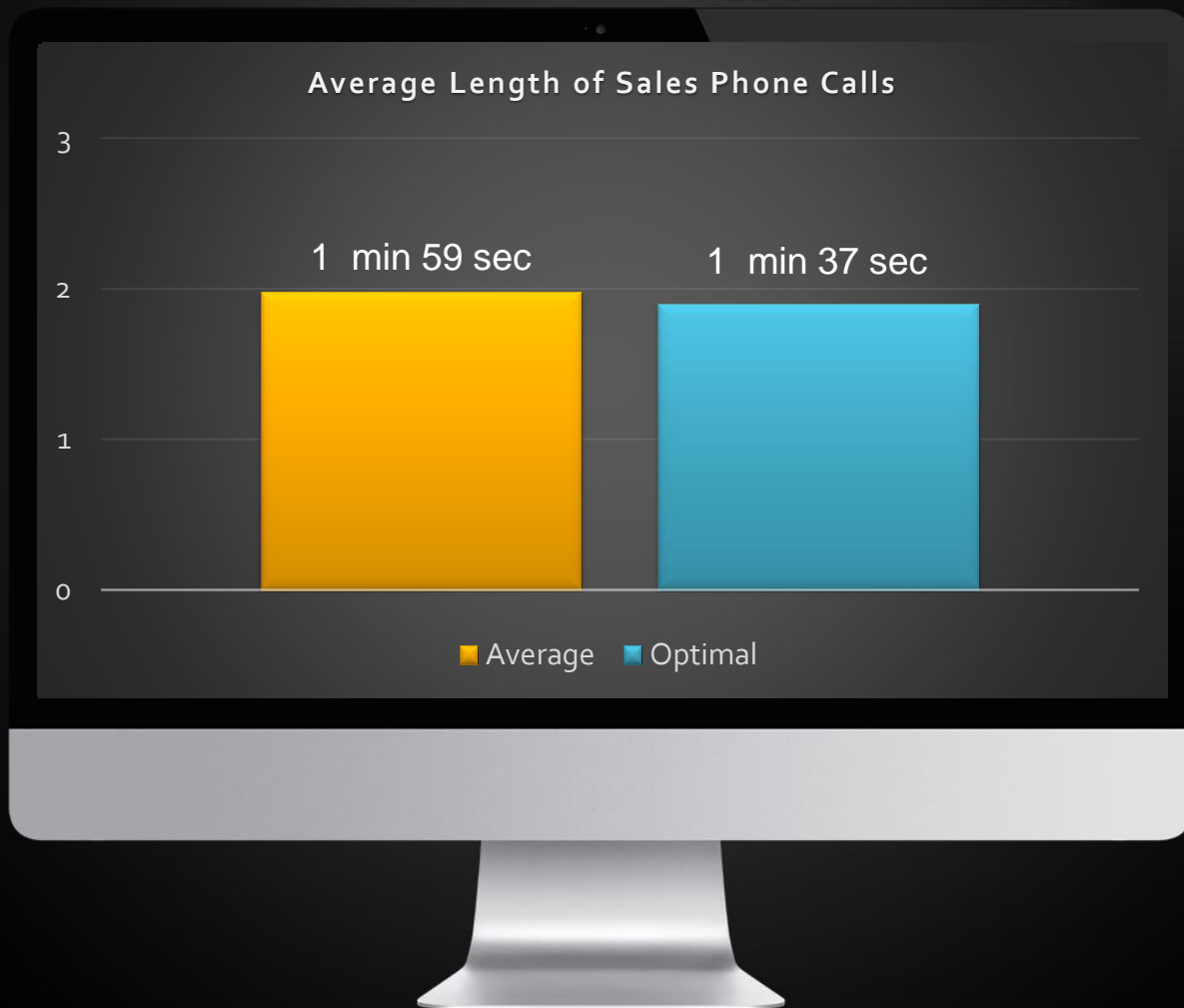




## Length of calls

Average dealer – 1m 59s

Optimal – 1m 37s



## Let's Do The Math :

1m 59s X 3 calls = 5m 59s

1m 37s X 8 calls = 12m 59s

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Additional 7m per prospect

50 logged X extra 7m = 5h 49m

## Let's Do The Math :

24 work days / 5h 49m  
14 minutes per day



## Avg Appointments Per Month

Analyzing: **12,929,160** appts.

Dealers with appointment confirmation processes average over 150% more appointments per month







## Case Study

6 months before

16,098 / 6,508 - set / confirmed

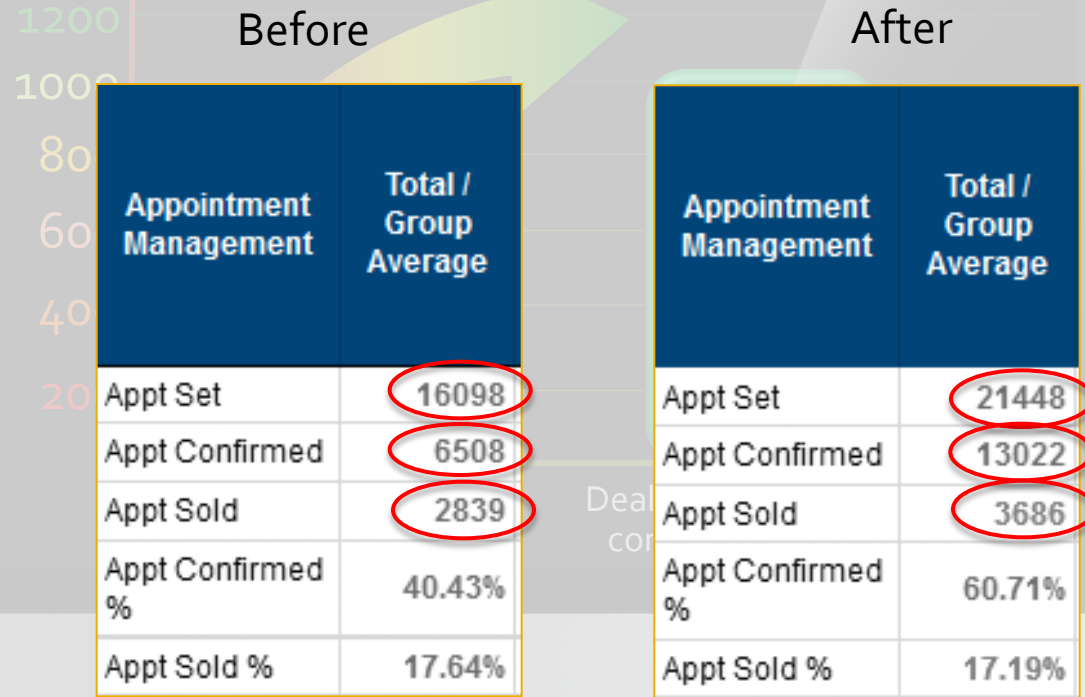
2,839 sold

Implemented process & bonus

25% increased appointments

2 X confirmed appts

30% increased sales!



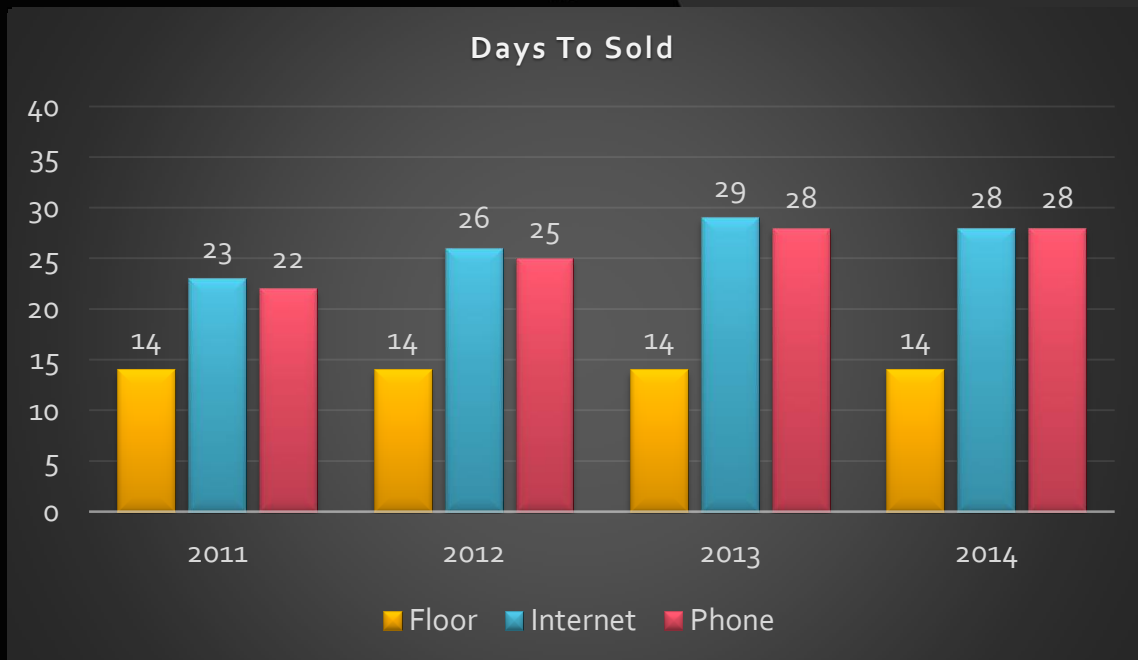


Number of days to sold:

Floor average = 14

Internet average = 26.5

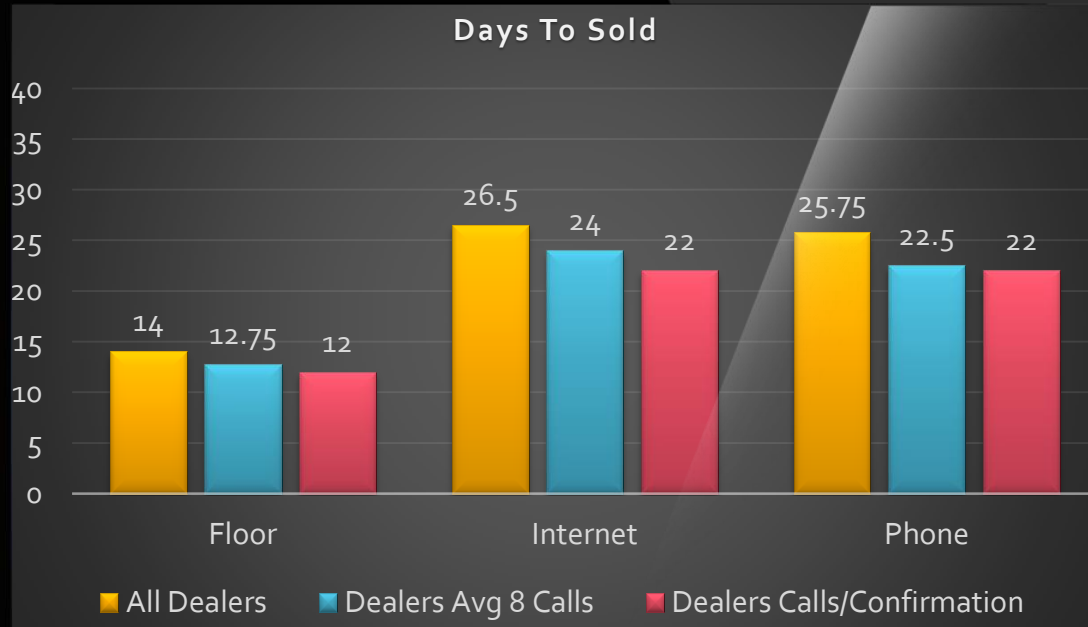
Phone average = 25.75

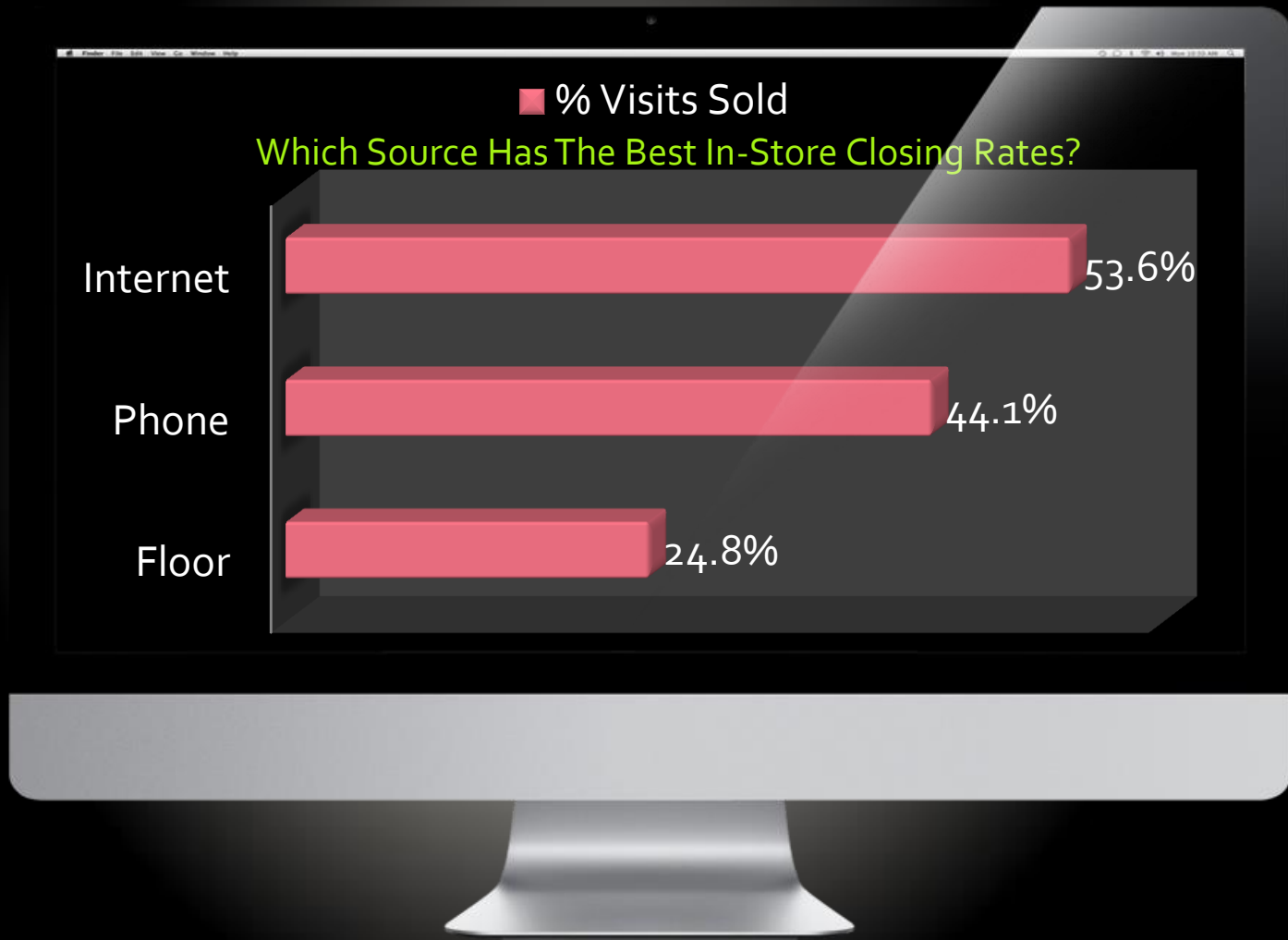


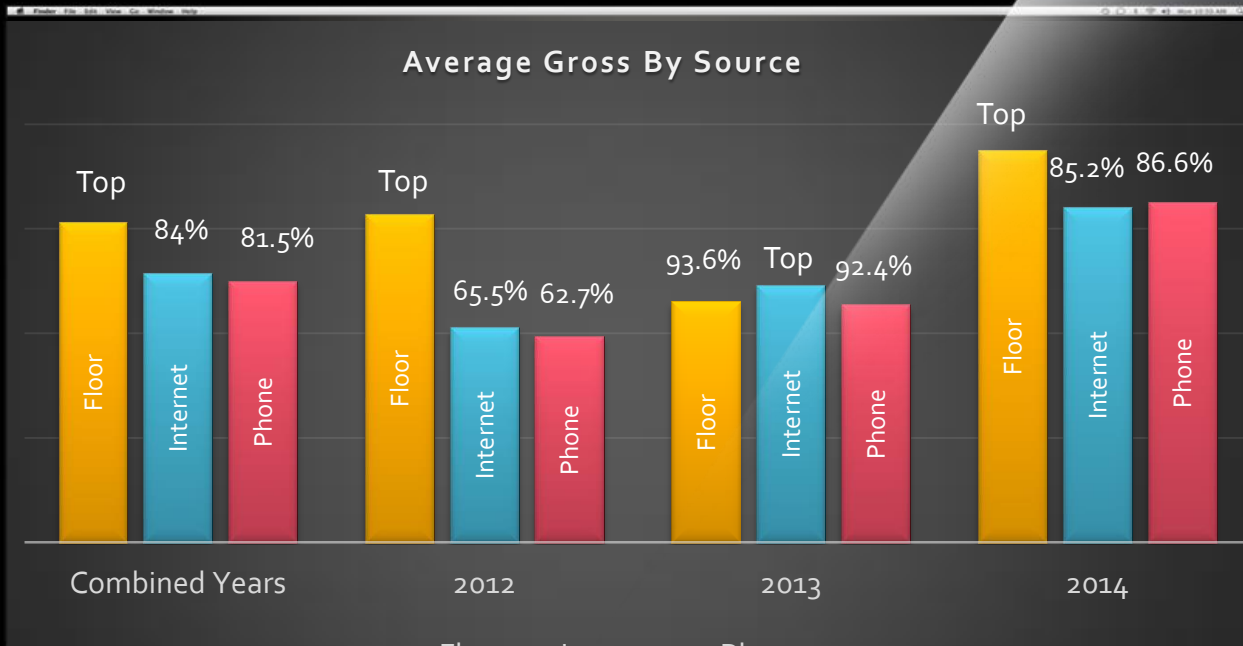


## Compare Dealers:

Do you think there is a correlation between phone calls and confirmations to the number of days sold?







# Questions?

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