

5 Red Flags Every Independent Dealer Should Watch For



#1: Manual Processes and Data Entry

Time-consuming manual processes are sucking away at your team's productivity and taking away valuable time they could be spending with the customer in front of them. Here are a handful of tasks that your dealership could and should streamline using the right software solution:

- Adding new inventory
- Submitting deals to lenders like RePay, Sigma, and Authorize.net.
- Launching email campaigns
- Preparing vehicle forms
- Submitting accounting data via real-time, bi-directional APIs

#2: Unappealing Customer Service

Modern buyers demand a modern sales experience. Automotive consultants predict a 24% increase in sales volume for those who modernize their sales process. If the old pen-and-paper process that sufficed in the 20th century or your current software is holding you back from transforming your customer experience, it may be time to explore a better DMS option..

#3: Low Accountability

With so many hand-offs involved in dealership operations, the importance of task management can't be stressed enough. As mentioned earlier, mundane processes not only drain your team's productivity, they result in a lack of accountability. Automating tasks and creating queues are a great way to streamline and monitor the completion of tasks and create accountability in your dealership.

#4: Disjointed Data Leading to Poor Decision Making

Better reporting leads to better decision making. That's why the integration of all your tools is so important. Without a connected system in place, it's likely your dealership is spending way too much time pulling all sorts of individual reports from various data sources and trying to stitch them together to paint a clear picture of your dealership's performance.

#5: Too Many Delinquent Customer Accounts

Too many delinquent customer accounts can undoubtedly impede on profits for BHPH dealers. Can you easily monitor your delinquency rate regularly using the tools you currently have in place? Staying below a 30% delinquency rate is a good monthly goal. However, if you find that this number isn't getting any lower month after month, it may be time to analyze your collection tactics and not your customers. A strong dealership management system can help in the following ways:

- Offer more diverse payment options including a 24/7 interactive voice response system, text message and mobile app
- Gauge your collections team's performance through the use of dashboards
- Simplify your team's processes resulting in more time spent on customer outreach and less time battling complicated and antiquated software

Red Flag Recap:



**Manual Processes
and Data Entry**



**Unappealing
Customer Service**



**Low
Accountability**



**Disjointed
Data**



**Too Many Delinquent
Customer Accounts**



Getting Started

Ready to explore what IDMS can do for your independent or BHPH dealership? Visit dealersocket.com, or reach out to one of our dealership experts at 888.655.1435.