

The Right Fit

Measuring DMS Effectiveness



There are many schools of thought when it comes to evaluating the effectiveness of a DMS, but only one will tell you if this key dealer tool is right for the entire operation.

Independent dealers are experts on their customers. They know their likes and dislikes, what makes them tick, and what they need in a vehicle. Most importantly, independent operators know why their customers came to their store vs. the franchised lot down the street. But what about your employees? Do you know how they use your DMS?

When it comes to business software, a users' needs and habits tend to differ by role. Your salespeople, for example, face completely different challenges than your finance manager. DealerSocket recommends dealers consider the effectiveness of their DMS software from the perspective of each individual or team using it. Here's what that might look like:



The right DMS will allow your salespeople to spend more time on the showroom building relationships and selling cars.



The Controller: No Room For Error

The controller's primary role is to ensure the accuracy of your financials, so your DMS must minimize the potential for human error. In other words, the more you can automate and eliminate double entry, the better. That's why your DMS must provide:

- Flexible, general ledger account mapping so you can tailor your chart of accounts and easily reconcile to QuickBooks, Intacct, Sage, or other accounting software.
- Full visibility into the general ledger through your DMS.
- The ability to sync to QuickBooks or Intacct in real time.



The Collectors: Compliance Risk

Time is money when you're dialing for dollars. That's why your collectors need speed. They also need accurate information, because compliance is a real threat when collecting past due payments from customers. That's why your DMS must:

- Schedule payment reminders and promises to pay;
- Custom-create queues and automate how you handle different types of accounts;
- Automate text messages; and
- Send a manager a deal or alert him or her of a pending deal through the system, speeding up reviews and eliminating wait time for it to get resolved.



The Finance Manager: Speed and Process

Your F&I manager's primary goal is to make his or her process fast and smooth for everyone involved. The producer also needs a quick way to present deals to several finance sources at once. That means your DMS must:

- Be able to copy a worksheet and easily submit the information it contains to multiple finance sources;
- Allow for live callbacks with the lender's buyer for quicker deal rehashing; and
- Allow you to custom-create queues to promptly find specific deals in the future?



The Showroom: Sales Enabling

Salespeople are constantly on the go, doing business on their mobile devices and in need of data-supported recommendations to prioritize their day. The right DMS will allow your salespeople to spend more time on the showroom floor building relationships and selling cars. Back-end tasks and data entry only slow down your team's productivity. That's why your DMS must:

- Seamlessly integrate with your CRM;
- Allow you to easily push desked deals into your DMS, with the associated deal structure and customer data automatically populated; and
- Provide a customizable dashboard based on each user's responsibility, so your salespeople don't spend their computer time navigating functionality they'll never use.



The Inventory Manager: Always be Connected

Mobile is the mantra of your inventory manager, who must be able to access the DMS from anywhere, at any time. And he or she needs real-time data and reporting that can happen across platforms.

For the inventory manager, the DMS must be capable of flagging new inventory that's ready for a particular task, such as an inspection or detailing. And when the task is complete, the DMS must automatically remove that flag. Your inventory manager will also need to create queues and reports based on where each vehicle is in the sales process?



The Owner: Full Access, Full View

With the number of departments under your watch, it's easy to become overwhelmed with information on which you cannot take action. As an investor, you must have full access to data that tells you the true condition of the dealership. Owners are also looking for ways to boost efficiencies across all departments. That's why your DMS must be able to:

- Automatically send out robust reporting so you can stay informed about the state of your operations;
- Offer close integration with your CRM so you can automate the time-intensive aspects of your business; and
- Help employees work at peak efficiency.

