

... CASE STUDY

Increasing Digital Leads and Sales for a Global Automotive Manufacturer

Challenge

Rolling out a new program and gaining a high rate of adoption among independently owned dealerships presents many challenges. An OEM client introduced a digital platform enabling consumers to shop for new and used vehicles online—including estimating their trade-in value, calculating payments, and applying for financing. The tool showed great potential to provide individual dealers with quality leads, but first the dealerships had to enroll in the program.

Solution

The automaker turned to long-time partner GP Strategies® for a communications and training plan to help with a retail rollout. We developed an integrated communications and training program that supplemented written and video messaging with 20-minute e-learning courses to build awareness, interest, and excitement for the program. By the time the tool went live, dealers were ready, willing, and able to add it to their own websites.

Business Impact

This integrated, cadenced approach resulted in high rates of adoption at launch. More than 1,800 dealerships enrolled and received thousands of quality leads, 30% of which were converted to sales. The tool also delivered a younger, more affluent customer profile, exposing the brand to a new market. Training was updated at the one-year mark to incorporate best practices revealed during the rollout.



GP Strategies created an integrated communications campaign and training program to promote dealer adoption and use of a new online sales tool to increase sales and customer satisfaction.

RESULTS

Program **adopted** by more than **1,800 dealers** in the first year

More than **124,000** high **quality leads** generated

30% of **new leads** converted to **sales**

