



HYUNDAI DEALER DROPS DEFECTS BY **OVER 50%**  
ACROSS OPERATIONS WITH TRAFFICVIEW™



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# THE PROBLEM

A Hyundai dealer in the Central Region needed an effective way to analyze their CRM data to expose inefficiencies in their sales process. They had no way of knowing which sales and marketing efforts were tied to the highest number of lost opportunities. They needed a solution to pinpoint areas of high defections in order to implement changes to reduce lost sales and close more deals.



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# THE SOLUTION

## TRAFFICVIEW

TrafficView revealed the dealer was losing far more sales than they were closing in the month of September. In addition, they had multiple areas of lost opportunity tied to specific lead providers, inventory, geography, and even individual salespeople.



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# THE DIAGNOSIS

## TRAFFICVIEW

### TRAFFICVIEW IDENTIFIED THEIR GREATEST LOST SALES OPPORTUNITIES...

#### BY DAY:

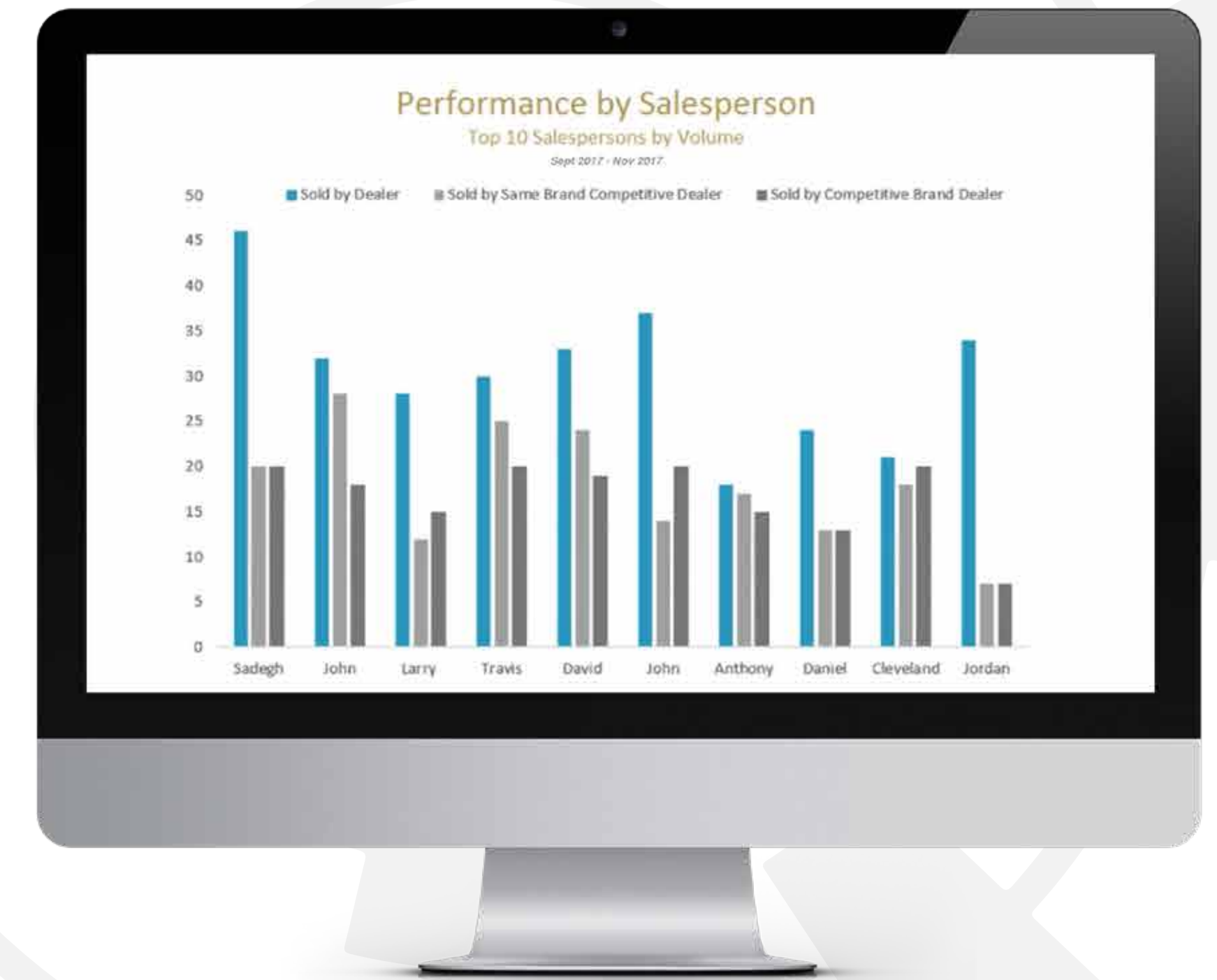
The dealership was losing several more sales than they closed — specifically, between days 3-7 after a lead hit their CRM.

#### BY MODEL:

The Tucson and Santa Fe were their top two models with the highest defections.

#### BY SALESPERSON:

TrafficView identified the dealer's true top salespeople based on their sales and defections, as well as the success of their follow-up.





# THE PRESCRIPTION

Based on the insights revealed within TrafficView, AutoHook provided the dealership with specific recommendations to reduce defection in their three specific problem areas.

## BY DAY

- 1.** Consider bringing in a trainer to help revise your follow-up process. You have a lot of success during days 8-14. Look into what you're doing during that time that you can apply to capture more sales in days 3-7. Send automated email communications from your CRM to keep leads engaged.

## BY MODEL

- 2.** Implement more aggressive campaigns targeting Tucson and Santa Fe leads in the zip codes where you're losing the most sales. Offer higher incentives for those two models.

## BY SALESPERSON

- 3.** Share TrafficView results with your salespeople so they know they're being held accountable. Question those with the highest defections to find out what's going on. Provide rewards for the people who show improvement.

# THE RESULTS

TIME FRAME: 90 DAYS

## OVERALL

**57%**

DECREASE IN  
DEFLECTIONS

**7.5%**

INCREASE IN  
CLOSED SALES

## DAYS 3-7

**32%**

DECREASE IN  
DEFLECTIONS

**26%**

INCREASE IN  
CLOSED SALES

# THE RESULTS

TIME FRAME: 90 DAYS

## TUCSON

28%

DECREASE IN  
DEFLECTIONS

5%

INCREASE IN  
CLOSED SALES

\*Improvement in Tucson performance despite a slightly lower lead volume.



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# THE RESULTS

TIME FRAME: 90 DAYS

## SANTA FE

39%

DECREASE IN  
DEFLECTIONS

69%

INCREASE IN  
CLOSED SALES





# THE RESULTS

TIME FRAME: 90 DAYS

## INDIVIDUAL SALESPERSON\*

## SALESPERSON

**118%**  
INCREASE IN  
CLOSED SALES

**6%**  
DECREASE IN  
DEFLECTIONS

**29%**  
DECREASE  
IN OVERALL  
SALESPERSON  
DEFLECTIONS

Salesperson X went from having an average sales to defection ratio to having the HIGHEST ratio.\*This individual's name will remain anonymous for the purpose of this case study.

# THE DEALER RESPONSE

“AutoHook’s TrafficView™ shrinks complex data down into something I can actually sink my teeth into, exposing trends within my CRM I’ve never been able to see before. It allows me to hold my people accountable and act to turn things around. TrafficView has become an irreplaceable staple in our weekly sales meetings, providing a road map of where and how we can improve. Since implementing the tool, the results have been immediate, consistent, and accurate. AutoHook has changed this dealership for the better, and has earned a customer for life.”

– Sales Manager, Hyundai Dealer (Central Region)



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