



Case Study - Barry Bourke Motors

CRM Contact Centre drives growth and exceeds expectations for Barry Bourke Motors.

Barry Bourke Motors

For the past twenty-eight years, Barry Bourke Motors Pty Ltd has operated as a family business and has grown from a small organisation to a medium-to-large operation. The Dealer Principal, Darren Bourke knows his market intimately and the dealership offers the right mix of vehicles to satisfy the markets thirst for functionality and prestige.

Barry Bourke Motors has refined its Customer Relationship Management to better meet its customer's precise needs. The dealership is reaching greater levels of customer satisfaction like never before.

Top of mind for the dealership was reducing staff downtime, improving service retention calls and regaining lapsed customers as well as heightening marketing activities and reducing promotional costs.



Defined Market

The dealership is located 43 kilometres from Melbourne's central business district in the suburb of Berwick. This location is one of Melbourne's outer south-eastern suburbs experiencing a rapid rate in the increase of suburban housing developments.

In the midst of this urban sprawl, Barry Bourke Motors has prospered by changing in tandem with the local market and today the business is an award winning dealership in the area.

With change came success

Barry Bourke identified the only way to free staff of time-consuming CRM duties was to outsource the responsibility to an Automotive CRM expert.

"We wanted to improve customer retention, follow up, ROI and database cleansing. Thankfully, with the outsourcing of CRM this has lifted us to greater levels", stated Bernard Boyle, Service Manager of Barry Bourke Motors.

“Thankfully, with the use of Pentana’s CRM Contact Centre we have lifted to greater levels”.



Let’s get inside

Barry Bourke Motors chose to change its CRM approach to include Pentana Solutions CRM Contact Centre. The team at Barry Bourke Motors felt Pentana Solutions had the strongest CRM Contact Centre with the broadest experience and phone contact rate in the industry.



The opportunities

Dealerships seeking more from a CRM Contact Centre can be accommodated and choose from marketing letter campaigns, database cleanse, text messaging, email direct marketing, birthday campaigns and any other specific customer contact campaigns designed to suit their dealership needs.

The solution

With many calls made every month, Pentana Solutions employees develop a caring relationship with your customers - creating a positive experience and a sense of care on your behalf. You can trust our well-trained staff to give only the best impressions that ultimately increase dealership satisfaction and service retention.

Lights, Camera, Action!

In the past six months, Barry Bourke has launched eight campaigns for all four brands Audi, Holden, HSV and Renault. The campaigns were a combination of service retention and redo calls, which are calls made two months after the original service call. The CRM Contact Centre not only made direct changes to the Dealership’s database, reports were provided with easy to read graphs as well as direct verbatim customer feedback.



Results

“It gives us the chance to follow up on any customer concerns that may be outstanding from previous visits” said Bernard. Part of the campaign process was to give Barry Bourke Motors the opportunity to hear customer comments and reactions which is most valuable when trying to increase revenue.

What we provide

The CRM Contact Centre is part of a bigger picture. For over 40 years, Pentana Solutions has pushed the automotive envelope through innovation, cutting edge technology and industry-changing invention. We think outside the box. We push the boundaries. And we never stop developing for the future.

Why? Our customers. Our passion for the industry and our expertise in the field drive us to always look for the next opportunity. Through customer collaboration and over 40 years of industry knowledge, we work around the clock to ensure our customers' businesses operate more profitably.

With a global footprint spanning more than 100 countries and 50,000 users – we're driven to deliver innovative solutions that transform the way you'll work tomorrow.



For your nearest office please visit www.pentanasolutions.com
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