



CASE STUDY

# ANCIRA AUTO GROUP

SAN ANTONIO, TX

**Ancira Auto Group, located in San Antonio, TX, installed a GoMoto Kiosk in their Volkswagen dealership in January of 2019. In less than six months, their upsell sales revenue tripled to 73%, with an average direct uplift per RO of over \$80 from upsells.**

We spoke with Charlie Monteleone, Corporate Fixed Operations Director at Ancira Auto Group, to hear about his experience integrating GoMoto's kiosk and its software into everyday operations at a Volkswagen dealership.

Monteleone reported that the seamless integration of the GoMoto kiosk and software with its current DMS, CDK, allowed him to onboard the GoMoto product quickly and painlessly, without a massive disruption to his dealership's day-to-day. As a result, Monteleone stated that the kiosk enhanced his express service department in a number of ways.

Monteleone reports improvements to the Volkswagen's dealership metrics across the board, including, but not limited to: check-in time, write-up time, upsells, trade-in quote requests, and email collection. Since GoMoto's kiosk offers upsell options and trade-in valuations to every customer, dealership management has the added benefit of not having to worry about measuring and tracking service advisors' sales success, which is difficult to do with a purely manual process.

“ Since we installed the GoMoto kiosk, our repair work has been up 6.6%, the cycle time it takes to write up a customer has accelerated, and our upsells have tripled. The kiosk decreases fixed-ops expenses and increases efficiency, it's a no brainer.

- Charlie Monteleone, Corporate Fixed Operations Director, Ancira Auto Group, San Antonio, TX

### DEalersHIP IMPROVEMENTS



**Check-In Speed**

Since the installation of the GoMoto kiosk, the dealership was able to cut its check-in time from about 9 minutes to an average of 2:23 per customer.



**Upsell Percentage**

The dealership upsell percentage has tripled to 73%, with an average direct upsell per RO of \$85.79 since the installation of a GoMoto kiosk. This significant increase is attributed to the kiosks ability to offer upsell opportunities to every customer, 100% of the time.



**Contact Information Collection**

Since the installation of the GoMoto kiosk, this Volkswagen dealership saw a bump in email capture rate of 6% points - a major contributing factor to the dealership's CSI score.