



CASE STUDY

SILKO HONDA

RAYNHAM, MA

Silko Honda, located in Raynham, MA, installed a GoMoto Kiosk in January of 2019, and less than six months later saw a CSI score improvement of over three points compared to the same time the previous year.

We spoke with Geoff Ewell, Director of Operations at Silko Honda, to hear about his experience integrating GoMoto’s kiosk and software into everyday operations of the dealership.

Geoff reported that the physical installation of the GoMoto kiosk was easy, and leveraging GoMoto’s software with Silko Honda’s existing service lane program was smooth, since Auto/Mate DMS integration was in place. Geoff noted his service team saw a short adjustment period transitioning operations from the traditional, manual process, to a modern service experience, optimized with kiosk technology.

In addition to providing customers a better experience, Silko Honda saw an immediate improvement in check-in speed after implementing GoMoto’s Virtual Service Advisor. This helped to alleviate large backups that occurred in the dealership, especially in the mornings.

“ *The GoMoto kiosk gives us the opportunity to offer 100% of our products and services 100% of the time. We never miss out on any upgrade or upsell opportunities. We have had the largest increase in services and parts per month, year over year—GoMoto has certainly contributed to that success. I would, and I have, recommended GoMoto to other dealerships.*

- Geoff Ewell, Director of Operations, Silko Honda, Raynham, MA

DEALERSHIP IMPROVEMENTS



Check-In Speed

Since the installation of the GoMoto kiosk, Silko Honda was able to cut their check-in time to an average of 1:43 per customer.



Trade-In Requests

Because GoMoto never “forgets” to notify customers of trade equity, trade-in requests have increased since GoMoto’s installation.



Upsell Percentage

Silko Honda has an upsell percentage of 10.6%, \$58 per RO uplift since installation, which is attributed to the kiosk’s ability to consistently offer upsells to every customer, every time.

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