



CASE STUDY BROOKSHIRE HYUNDAI

Adapting modern marketing technology to eliminate denied services and attract new business



JEFF BURKET

Fixed Operations Director
Brookshire Hyundai

STORE INFORMATION

- ✓ www.brookshirehyundai.com
- ✓ 4 Dealerships in group
- ✓ Located in Texas
- ✓ 8 Service & Parts Managers
- ✓ Biggest Store Broke \$1 Million in Fixed Ops in August 2020
- ✓ Client Since February 2020

A WORD FROM BROOKSHIRE HYUNDAI

The experts in our car service and maintenance department will be there to make sure that your vehicle will continue to run as smoothly as it did on Day One. Or if you're looking do some upgrades with the latest and greatest Hyundai parts on the market, you can trust the experts at Brookshire Hyundai dealership located in Houston to cover your automotive needs.

BACKGROUND

Prior to becoming a partner with FixedOPS Marketing in February 2020, Affinity Auto Group and its dealerships had no marketing solution. Brookshire Hyundai and its sister dealerships had a real issue with not being able to send email marketing reminders for missed appointments, upcoming appointments, monthly service specials, service-needed reminders, among others. However, their biggest concern was not being able to communicate to the customer the importance of denied services. This caused the dealerships a lot of lost revenue.



FixedOPS Marketing helped us run the biggest ROI campaign we've ever run: The Roadtrip Special. We got amazing traction out of it!

- Jeff Burket



PROPOSED SOLUTION

Affinity Auto Group needed an automated solution that the service directors could implement quickly and easily. They needed to automatically send out emails and text messages that had consistent artwork, from the website to the email, to the text message. But they didn't want to have to spend time on their own graphic design. FixedOPS Marketing's ADVANTAGE+ product would enable all the service managers to determine their own specials and communicate those specials to customers on a predefined schedule, taking extra work away from the managers' busy schedule.



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No dealership has ever gotten the service specials page right. Now that it's right, it's been incredible.

- Jeff Bruket



GOALS AND RESULTS

Affinity Dealer Group first contacted FixedOPS Marketing. Once FixedOPS Marketing received access to the dealership websites, they created and designed all of their service specials, a seasonal banner, and made sure each special had an embedded educational video.

Prior to this, the dealer website was unusable. Once implemented, the specials pages began to drive traffic to the website. Not only were customers using the specials, they were finding the service specials pages organically. It began to make an enormous impact on conversion rates and filling service bays.

The Final Result

(Sample data: August-September 2020)

In the end, the new service specials pages were easy and affective for the service department to manage. The feedback from customers was fantastic. When customers missed service appointments in the past, nothing would happen. Now if that happens, customers are contacting the store to apologize and reschedule through easy communication tools. Most importantly, conversion rates grew from 0% to an average of 19% a month.

19%

INCREASE IN
CONVERSIONS

343

UNIQUE
VISITORS

366

UNIQUE
VISITORS



FixedOPS Marketing was so easy to implement, which was the most important for us. We didn't have to do any design work. Our website looks so different, so fresh! It made such an impact that customers began paying attention to our website again.

FixedOPS Marketing is an asset to our dealership. We know now that our website doesn't have to look like we don't have our act together.

-Jeff Bruket



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