



CASE STUDY SOUTHFORK CDJR

See how Jeff Burket embraces automation and new technology to grow website leads and conversions.



JEFF BURKET

Fixed Operations Director
Southfork CDJR

STORE INFORMATION

- ✓ www.houstonchrysler-dodgejeepram.com
- ✓ 4 Dealerships in group
- ✓ Located in Texas
- ✓ 24 service department team members
- ✓ 1,700 Average RO's Per Month
Client Since February 2020
- ✓ Client Since February 2020

A WORD FROM SOUTHFORK CDJR

Southfork CDJR is located in Manvel, Texas and is one of four stores in the dealership group. The dealership has 24 service department team members and 27 sales employees. Southfork CDJR averages 1,700 ROs per month. Fixed Ops Director, Jeff Burket started at the dealership in 2005 in the parts department. Over the years, he's worked his way up to management, and eventually became the Fixed Ops Director in 2013.

BACKGROUND

Like many dealerships, prior to starting with FixedOPS Marketing, Jeff worked with a variety of vendors who sold untrackable service solutions. He was accustomed—if not slightly inconvenienced—each month with the manual process of having to touch base with each vendor to update his service specials pages. Due to the extensive time it took to manually update his service specials, he'd simply lead into the next month with the same specials that offered little conversions and performed poorly.



We commonly see conversion rates over 20% with FixedOPS Marketing!

- Jeff Burket



PROPOSED SOLUTION

Southfork CDJR was interested in finding a trackable automated service specials solution that increases the interaction between the service department and customers, while also increasing website traffic. It is imperative that the solution save the Fixed Ops Director the time updating and maintaining service specials at the end of each month. Most importantly, the results need to speak for themselves through accessible reporting and data provided on a recurring schedule. Lastly, the solution had to be easy to implement and built to integrate into current software and solutions, making the learning curve quick and simple.



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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

Within the first few months of installing FixedOPS Marketing, Southfork CDJR went from having no data on leads and conversions to showing promising numbers of 16% conversion rates in February and March 2020.

After one year of consistent conversion rates, Southfork CDJR now sees around 22% conversion rates on a monthly basis, with 254 conversions in February and March 2021.

The Final Result

(Sample data: 2/1/2020-3/31/2020 - 2/1/2021-3/31/2021)

Prior to FixedOPS Marketing, Southfork CDJR's service marketing struggled with being unprofessional and failed to organically drive customers to service pages.

With the automated video-embedded specials and reporting, Southfork CDJR easily views which specials are performing best and bringing in the most new and returning customers, enabling them to double down on the service specials that convert at the highest rates. Through complete offer management, Jeff is now very proactive in running the most popular specials and enjoys the consistent results that come in month after month!



SCAN ME



Scan the QR code for more case studies.

22%

INCREASE IN CONVERSIONS

254

CONVERSIONS

1153

UNIQUE VISITORS



I love being a hands-on leader, but not when it comes to managing vendor solutions. I save a massive amount of time each month not having to manually update our service specials pages. Automation and conversions are keys to a successful vendor product.

-Jeff Bruket

