

With web-based real-time pricing and ordering, Carbook Pro injects efficiency and accuracy into Schumacher Auto's fleet business

Schumacher Auto owns numerous dealerships in Florida's West Palm Beach area, as well as a thriving fleet business. At the helm of the fleet division is National Sales Manager George Bengston, who works with both large national customers and multiple smaller businesses. With business growing, Bengston needed a more effective vehicle research and reporting tool that would streamline his work, reduce potential errors and give him access to real-time pricing and ordering. To meet these needs, he turned to Carbook Pro. As Bengston says, "Carbook Pro is a huge plus for our business. I would definitely recommend it to other dealers."

Web-based system saves time and dramatically reduces errors

Before Carbook Pro, Bengston had what he describes as an antiquated process for configuring and ordering fleet vehicles. "Before I would build the vehicles, print out the data, bind the pages together, and then physically go to my customer's office where we would sit down and make written changes. Then I'd have to go back to my office and input the data again."

Now with Carbook Pro, Bengston builds the vehicles right in the application, exports the data to an electronic file and emails it to the customer. The customer simply reviews the vehicles, makes any needed changes and emails the file back. "The ability to import and export data is huge in terms of time savings," says Bengston. "The whole approval process can literally take minutes."

This also dramatically reduces errors and dealer exposure since there is an electronic record of every

order. Bengston says, "I can build a vehicle, send it to the customer and get sign off, all with a couple clicks. There's an electronic record of everything and virtually no chance of making an ordering mistake."

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Comprehensive, real-time pricing drives accurate vehicle quotes

When working with large fleets, Bengston has to be able to present initial pricing so his customers can get actual numbers and make sure they are getting the guaranteed manufacturer pricing. Carbook Pro makes it easy to access that information and present it in a professional quote worksheet.

He is also able to compile detailed quotes that include the most timely discounts, competitive assistance programs or additional pricing information. "The ability to go back to initial pricing is helping us better serve our large clients," says Bengston. "Plus, the quote worksheets are user-friendly and very professional so I feel confident sending them out."

Professional application helps grow the customer base

With a professional and streamlined research and reporting tool, Schumacher Auto can better compete with the large fleet companies. And because Carbook Pro is designed to work with any size fleet, Bengston can continue to expand his large account base while also building the business with smaller, local companies. "We're working with big fleets, but also the HVAC contactor down the street who needs six vans," says

Bengston. "Carbook Pro can scale up or down and because it really streamlines the process I can work with all sizes of customers and still get maximum return on investment."

Carbook Pro has proven to be an effective and valuable tool for Bengston. The ability to quickly import and export vehicle data, access comprehensive pricing details and create professional quotes is helping Schumacher Auto earn more fleet business and drive greater profitability.

SCHUMACHERAUTO

ABOUT SCHUMACHER AUTO | www.schumacherauto.com

Schumacher Auto is conveniently located in metropolitan West Palm Beach with two locations minutes away from I-95 and the Florida Turnpike. Schumacher Auto has the area's largest inventories of new Buick, GMC, Chevrolet, Infiniti, Saab, Subaru, Volkswagen and Mitsubishi vehicles along with a large selection of certified pre-owned vehicles. Our clients come not only from the West Palm Beach metro area but also from communities throughout the state of Florida.