

Overview

In 2019, Beltway Companies partnered with Truckmore and launched a branded dealership mobile app across their eight locations that would help them to increase market share and drive more service and parts revenue. Over the past two years, the mobile app helped the truck dealership group to achieve the following five results.

#1 Increased Service Revenue

Beltway won a Preventative Maintenance contract for a new large fleet customer who hadn't done business previously with the dealer group. The Beltway app was seen as a value-add to the new fleet customer in terms of managing its fleet with easy service scheduling and service reminders.

#2 Increased Service & Parts Spend

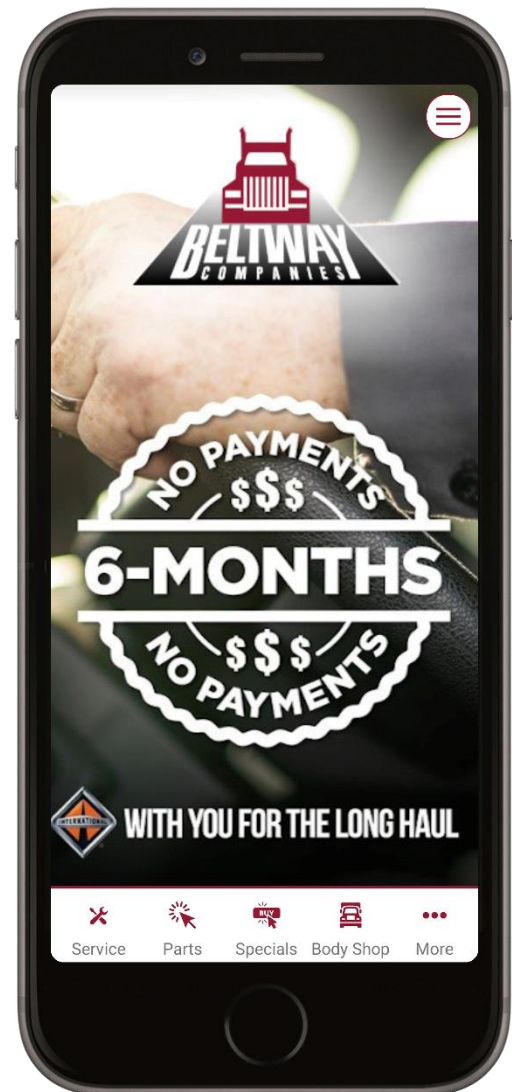
Beltway generated an additional 256 parts requests via systematic promotional communications across the app, website and social media. Leveraging 360 Marketing technology and automating service and parts coupons enabled Beltway to increase service and parts spend for new customer accounts.

#3 Increased Service Appointments

Beltway generated an additional 119 service requests by simplifying and automating the service appointment scheduling process via intelligent service forms in the app as well as on the website. Operators and fleets can schedule service with a few simple clicks of a button.

#4 Increased Service Retention

Generated an additional 228 monthly repair/parts orders. Increased customer service retention by using the dealer app for the sales-to-service hand-off. During delivery, Beltway sales reps would ask customers to download the app and schedule their first service maintenance all in a matter of seconds.



*“Our Truck Group app is helping us to **sell more inventory, services and parts** by better engaging with our customers directly through their smartphone. We are more effective in sending targeted mobile offers that are relevant to our customers’ buying cycle which is resulting in an **increase in lot visits, service appointments, parts sales and customer spend.**”*

Derrick Woolfson
Marketing Director
Beltway Companies