

Background:

Located in a showroom that has been retailing Chevrolets since 1934, Beck Chevrolet Saab in Yonkers, NY is a dealership rich in history. After buying out his partner in the late 1970's, Leon Geller grew the business into a top-performing dealership in Westchester County. Upon graduating from college, Russell Geller joined his father in expanding the dealership to include a Saab franchise and a larger showroom.

GM iMR - An Important Program:

Selling new vehicles is challenging, but selling in the city brings the additional challenge of customer parking. To combat this challenge Russell became an early adopter of the Internet, continually seeking to provide a satisfying customer experience both offline and online. "What's great about the Internet is that my dealership is open 24/7," said Russell. "Customers can shop at my dealership day or night without the hassle of finding a parking space, and the GM iMR Program has made online shopping even easier."

Known by his peers as a dealer who speaks his mind, Russell is quick to point out his initial thoughts on the GM iMR Program. "Initially I was weary that the iMR Program didn't have the best interest of the dealers in mind," said Russell. "But once I thoroughly reviewed the program I knew this was exactly what we needed and that we should have been doing this all along."

Russell is even quicker to point out his feelings now after experiencing several months of the GM iMR Program. "It's an absolutely fantastic program," said Russell. "When a Dealer Principal gets involved daily in the program as much as I do, you'd better believe that this is important! This program delivers value; value to GM, value to the dealer and value to the consumer."

Personalization is Key:

By embracing the GM iMR Program, Russell has devoted time to work with his

Account Advocate on making his website stand out from the crowd. By adding additional GM, OnStar and dealership branding, Russell has personalized the dealership's website to make it warmer and friendlier. The payoff for his efforts has been huge. "What I'm amazed about is that our website conversion ratio is over 18%," said Russell. "That's more than seven times the national average."

Like all successful dealers, Russell stresses the need for providing a satisfying online customer experience. "It's not about price. It's about the customer experience," said Russell. "The key has been our Account Advocate. I've worked with her to take the basic design to a level that sets me apart from my competition. By investing time with my Advocate, I've created a site that's unique to our dealership and provides a great online customer experience. The only way to achieve this is by investing the time with your Account Advocate."

GM iMR Program Results:

Not only has the GM iMR Program helped Russell deliver a satisfying experience to his online customers, it's helped him deliver cars and save money. "This year we are experiencing a 15% growth in our Chevrolet showroom, and over 50% of our sales are originating from the Internet," said Russell. "On top of that, I've been able to reduce my traditional advertising by 30%. I know the iMR Program is working. Even in this tough economic climate our dealership is profitable year-to-date, and I have the iMR Program to thank for that."

With unique website visitors rising 90%, email and phone leads climbing 54% and search engine referrals soaring 470%, it's easy to understand why Russell has been so satisfied with the results from the GM iMR Program. "I've been very satisfied with the results," said Russell. "Having an Account Advocate means it doesn't require a lot of technical knowledge on the dealer's part to make this program work. Just understanding what the Internet can do and working with your Advocate produces huge returns."

Key Highlights



Russell S. Geller
Vice President
Beck Chevrolet Saab
Yonkers, NY

Franchises

- Chevrolet
- Saab

GM iMR Program Components

- GM Dealer Websites
- ProActive Dealer Care
- GM Tier II Paid Search

Results

- Email and phone leads: up 54%
- Search engine referrals: up 470%
- Unique website visitors: up 90%
- Website conversion rate: 18%

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