



How Colonial Volkswagen/Subaru is closing more deals and improving customer satisfaction with connected digital retail



Source: <https://www.colonialsubaru.com>

Products

Online, In-Store Digital Retail and AI-powered financing

Market

Feasterville, PA

Champion

Karen Byrd, General Manager

Challenge

Colonial Volkswagen/Subaru needed a transformative digital solution that could address declining lead activity, inventory limitations and the evolving digital expectations of customers.

Prior to partnering with Upstart, the dealership was working with a different digital retail provider that lacked an in-store experience. As a result, the system did not facilitate a smooth handoff between online and the showroom, resulting in double entry and a negative impact on the customer experience. Recognizing that CSI was essential for long-term success, the dealership sought a new solution.

Solution

Colonial Volkswagen/Subaru evaluated Upstart as a potential partner after viewing a demo from a neighboring dealership, Lexus of Lehigh Valley, that was partnered with Upstart for connected online and in-store digital retailing and had transitioned to a Single Point of Contact (SPOC) model.

Aiming to reach that SPOC model, leaders at the dealership opted for Upstart Auto Retail's connected online and in-store digital retailing.

Results

While the transition to an in-store iPad experience was very different at first, Colonial Volkswagen/Subaru received crucial support from the Upstart team, which focused on training their team members to ensure full adoption across the team.

Colonial Subaru:



>2X lead-to-sale

Colonial's impact number, or number of sales reported based on leads, is **more than double the national average for Subaru dealers, at 50% versus the 23% national average.**



Increased leads:

Colonial Subaru's **total leads are up 63% YoY** compared to -11% for Subaru dealers nationally.

"Our dealer success manager was instrumental in holding everything together during the transition and ensuring a culture of collaboration."

Karen Byrd, General Manager at Colonial Volkswagen/Subaru

Higher close rate and faster deal cycles: Upstart has enabled the dealership to close more deals by enabling customers to start the process online and complete transactions remotely. For Colonial's Subaru brand, their lead-to-sale is more than double the national average for Subaru dealers – their impact number, or number of sales reported based on leads, is 50 percent versus the 23 percent national average.¹

The connected online and in-store process has also led to quicker sales cycles, as Colonial Volkswagen's time-to-sale is four days versus the national average of 14 for Volkswagen dealers.²

"Upstart allows us to do deals completely remotely—it really took us to the next level," said Byrd. The focus on customer experience has also resulted in more repeat business, which Byrd attributes to the seamless online and in-store process powered by Upstart Auto Retail.

Increased engagement and improved lead quality: Changes to Upstart's platform, such as adjusting CTAs and lead gate placement, resulted in increased online engagement and higher quality leads overall. Although total leads year-over-year are down 11 percent for Subaru dealers nationally, Colonial Subaru is up 63 percent, which Byrd attributes to their connected online and in-store digital retailing experience with Upstart.³ Colonial Volkswagen's lead contribution rate is **almost 6x the national average** of Volkswagen dealers, with a 65 percent lead contribution rate versus 11 percent.⁴

AI-powered financing: After implementing AI-powered financing in November 2023, Colonial Volkswagen/Subaru looks forward to providing fast and affordable financing options to customers. In the meantime, Byrd and the team look forward to remaining nimble in a rapidly evolving industry. "What we learned is that **traditions are not today's best practices**. Change in this industry happens so quickly, and we want to embrace the change and new technology," said Byrd.

About Upstart Auto Retail

Upstart Auto Retail is a leader in modern automotive retail solutions, providing the most seamless and flexible connected retailing platform for dealers to increase sales efficiency and customer satisfaction.

Visit us today at upstart.com/dealers
dealers@upstart.com

¹Findings are year-to-date numbers from January 1 - December 8 2023, reported by Subaru.

²Findings are year-to-date numbers from January 1 - December 8 2023, reported by Volkswagen.

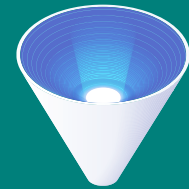
³Findings are year-to-date numbers from January 1 - December 8 2023, reported by Subaru.

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Source: <https://www.buycolonialvw.com>

Colonial Volkswagen:



~6x lead contribution rate

Colonial Volkswagen's **lead contribution rate is almost 6X the national average** of Volkswagen dealers, with a 65% lead contribution rate vs. 11% for Volkswagen dealers nationally.



Faster deal cycles:

Colonial Volkswagen's **time-to-sale is four days vs. the national average of 14** for Volkswagen dealers.