

# Lexus of Lehigh Valley success story

## Challenge

Lexus of Lehigh Valley's main objective was to create an experience that allowed their customers to transact remotely. They wanted to service people without having them come into the store.

## Solution

By leveraging Upstart Auto Retail's online platform, Lexus of Lehigh Valley turned their store into a completely digital location where customers had one point of contact and could complete the entire car-buying experience without ever stepping foot into their store.

"It's magical the way that Upstart Auto Retail's online platform draws customers through transactions. I've never had so many people say 'this is the best purchase experience I've ever had' or 'your tool works so much better than everyone else's.' The best is always seeing emails that inform us we have a new car purchase in our CRM." – Mike Anderson, CSO

## Results

Lexus of Lehigh Valley took a four-pronged approach to fulfill their mission of creating a digital experience that put customers first: restructuring the variable operations department, revisiting compensation plans, making it unnecessary for a customer to come into the store, and layering technology to empower a new way to sell cars online. With all the improvements within the team structures and the implementation of Upstart Auto Retail, Lexus of Lehigh Valley can confidently say that their showroom close rate is over 80% and their digital closing percentage is north of 30%.

### Customer-centric experience

One of the main reasons Lexus of Lehigh Valley selected Upstart Auto Retail was that they found the platform to be the most customer-friendly digital retail solution on the market.

Anderson states, "Considering what the customer wants improves everything. It changes the way you do business completely. Upstart Auto Retail has

## At a glance

With Upstart Auto Retail, Lexus of Lehigh Valley was able to:

Create an online-first, customer-centric experience that allows customers to simply show up to pick up their vehicles that they configured completely online or to have their car directly shipped to their preferred location.

**67.3%**

This contributed to the dealership's ability to deliver 67.3% of their vehicles directly to customers without them ever having to come into the store.

Make onboarding and training easier for employees, empowering them to feel confident when building deals.

**\$1,600**

This led to one of their newest employees becoming a top performer within four months, selling 19 cars in a month with F&I and PVR of over \$1,600 per vehicle.

**\$1,612**

The combination of restructuring the dealership and implementing Upstart Auto Retail allowed Lexus of Lehigh Valley to go from sub-\$600 PVR six months ago to a combined PVR of \$1,612 in January.



allowed us to realize our objective of transacting remotely. We wanted to service people without having them come into the store, and the platform helped make that goal into a reality for us. Now we're able to service people on their terms, creating the most convenient experience for customers as possible."

Upstart Auto Retail has streamlined the car-buying process so much so that Lexus of Lehigh Valley's walk-in traffic is practically nonexistent. Customers can simply show up to pick up their vehicles that they configured online, or the dealership has the car shipped directly to the customer's preferred location. In fact, 67.3% of their vehicles are now delivered to the customer without them ever coming into the store.

#### ✓ Easy to onboard and train salespeople

Upstart Auto Retail took the most challenging parts of the selling process and simplified them, helping sales teams onboard faster and more efficiently. One of the most challenging training points for a salesperson is understanding how to structure a deal. In fact, the typical timeframe before a sales consultant can reach a level of competency is four to six months. With Upstart Auto Retail, Lexus of Lehigh Valley reduced the time it takes for salespeople to learn how to structure deals, and they've been highly productive in a 60-day timeframe.

"With Upstart Auto Retail, we've been able to give our people the right tools, skills, and assets to serve customers," said Anderson. "One of our newest employees, who has been with us for only 4 months, was able to sell 19 cars in a month with F&I and PVR of over 1,600 dollars per vehicle. Without Upstart Auto Retail, she wouldn't have been able to realize such great success so quickly. The tool eradicates the need to be taught how to structure a deal. It happens in front of you; all you have to do is plug in the information."

Anderson went on to say, "The desking portion is critical for closing deals and creating a completely customer-centric experience. Six months ago, the dealership was sub-\$600 PVR. In January, the combined PVR was \$1,612. Our team leaders have worked hard to make this a reality, and Upstart Auto Retail has been a critical component for helping us realize this success."

## About Upstart Auto Retail

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

Visit us today at [upstart.com/dealers](https://upstart.com/dealers)

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Mike Anderson, CSO, Lexus of Lehigh Valley