

Del Grande Dealer Group Success Story

Del Grande Dealer Group (DGDG) overview

Headquarters: San Jose, CA

Locations: 13 locations spanning 15 brands

Staff: Over 1,200 employees, including 159 product specialists

Sales: Over \$1 billion in sales and 35,000 cars sold annually

The challenge

The sales process at DGDG was a traditional mix of software and manual processes which were not only labor and time-intensive but also unpleasant for customers and staff. Coupled with the COVID crisis, DGDG sought to empower customers with a seamless, no-contact purchase experience, allowing shoppers to complete a majority of their sale online.

DGDG required a digital solution that could:

- Provide the ability for customers to complete the majority of the sales process online and schedule vehicle delivery and pick-up
- Streamline the customer journey by integrating the showroom experience with the online experience
- Equip sales staff with robust performance analytics and customer activity dashboards
- Integrate seamlessly with CRM, trade-in valuation, F&I and third-party price validation solutions

“DGDG conducted an in-depth evaluation of potential solutions, before we ultimately decided to implement Upstart Auto Retail as the sole retail solution across our entire dealership group.”

Nathan Hollenbeck, VP of Marketing

At a glance

After switching to Upstart Auto Retail, DGDG experienced:

 **75%**
increase in online lead close rate

 **69%**
higher PVR for new cars

 **44%**
higher PVR for used cars

The solution

DGDG conducted an in-depth evaluation of potential solutions, even considering building a proprietary retail platform, before finalizing their decision to select Upstart Auto Retail as their sole automotive retail platform across their entire dealership group.

Upstart Auto Retail was selected as the best fit for the following reasons:

- Delivery of the “No Brainer Checkout” experience, a complete online checkout process connected seamlessly with a robust mobile in-store sales platform
- Transparent real-time reporting dashboards
- The customer success team’s expertise with digital retail utilization and hands-on assistance in creating an optimal customer experience

Once Upstart Auto Retail was selected, the customer success team worked carefully with stakeholders across DGDG to successfully create an onboarding and training strategy for a large staff spanning 13 locations.

“The world is changing and with this “new normal” comes a whole new way to train teams, cascade information and present new processes efficiently. DGDG and Upstart Auto Retail collaborated on a concise way to deliver information to 13 dealership teams using an organized three-part training process. It’s been a great partnership — two companies with an end goal in mind to elevate the automotive experience for all.”

Laurie Johnson, VP of Training

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

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Key results



Increase in online closing ratio from 8% to 14%



Increase in overall PVR by 59% across all dealerships



Reduction in time per sale



Increase in customer satisfaction