



Powersports OEM Sees Quicker Lead Response Times and More Quality Buyers with Rollick



INDUSTRY

Powersports

SOLUTIONS

- Aimbase Lead Quoting
- Aimbase Lead Management
- Dealer Lead Routing
- Consumer Call Center
- Dealer Response Training and Follow-up

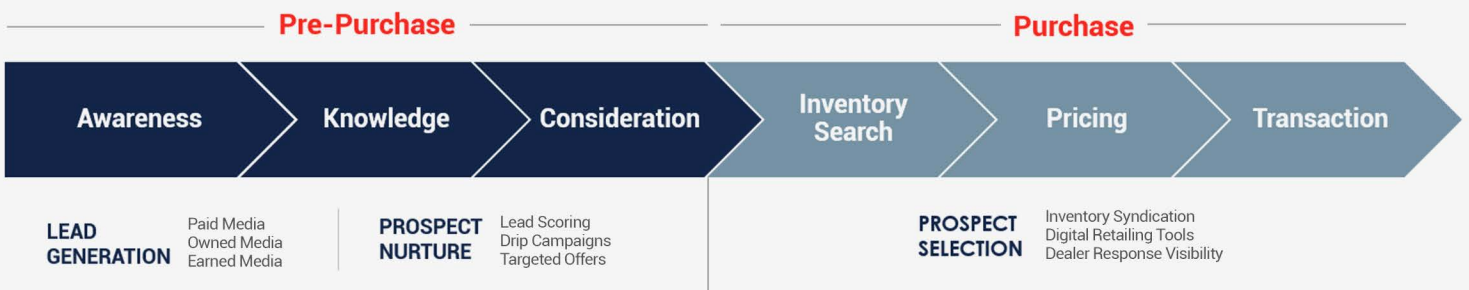
OVERVIEW

A large Powersports OEM, supporting three brands, partnered with Rollick to implement a state-of-the-art lead management solution to help their dealers deliver a better buying experience to their customers. Rollick's Aimbase Quoting and Lead Management solution was implemented to help the OEM generate higher qualified buyers for their dealer network while providing digital retailing solutions that made it easy for dealers to manage, respond and quote leads with upfront, transparent pricing.

The Rollick Enterprise Solutions team began the engagement by identifying key objectives to affect the most change in dealer network sales performance. The three key customer lifecycle challenges the OEM wanted to solve were:

- Generate more qualified leads for their dealers through the OEM's website
- Establish a dealer lead routing and management process that holds dealers accountable for the leads they receive
- Increase lead contact rate by delivering transparent pricing to the consumer using the industry's first OEM to dealer lead quoting solution

SOLVING THE TWO-TIERED DISTRIBUTION PURCHASE JOURNEY





Lead Management and Optimization

Rollick began the engagement with a thorough analysis of the OEM's website to ensure it was optimized to capture in-market buyers. For key transactional lead forms, such as *Request a Quote* and *Build and Price*, we integrated the Aimbase lead management solution to seamlessly capture, process, and distribute leads.

Dealer Lead Quoting Tools

Enrolled dealers were granted access to the Aimbase Lead Management solution where they receive leads and send quotes to consumers. For convenience, leads are sent via text message and email to the dealer so they can easily respond and provide vehicle quotes to consumers on their mobile device. Once leads are quoted by the dealer, consumers are automatically sent a pricing certificate for the unit, along with any incentives and promotions.

Lead Rerouting

Once the dealer territory assignments were established in Aimbase, the OEM set aggressive customer follow-up rules. If leads sent to dealers weren't opened and quoted within a 3-hour window, Aimbase would automatically reroute the lead to the next closest dealer in the territory. Aimbase also accounted for leads received during the dealers' nights and weekend hours and the lead response clock was adjusted accordingly.

Training and Best Practices

Before the program rollout, Rollick's dealer support and field team trained 500+ dealers how to effectively manage and quote leads using Aimbase's web and quoting tools.

The dealer team also supported dealers with ongoing coaching and lead follow-up check-ins to ensure dealers responded to leads entering the system.

KEY RESULTS

≤ 3
HOURS

Average dealer lead response time improved by 5.5 hours, from an average of 8.5 hours to less than 3.

90%

90% of all leads that entered Aimbase were quoted by a dealer.