



# Parris RV Experiences Digital Transformation with Rollick

Parris RV, a leading multi-location recreational vehicle (RV) dealership group in the US, recognized the need to modernize their sales process and stay competitive in an increasingly digital world. To achieve this, they implemented a digital transformation initiative with Rollick, a provider of customer engagement solutions for the marine, powersports, and RV industries. This partnership allowed Parris RV to streamline their digital sales process and improve the customer experience through a platform that integrated their marketing technology stack. Rollick's platform also provides Parris RV with a suite of tools to manage customer interactions, from lead generation to lead nurturing. The result of this digital transformation initiative has been increased sales, improved customer satisfaction, and a more efficient sales process for Parris RV.

**TARGET AUDIENCE: CONSUMERS  
PURCHASING NEW OR USED RVS**

01  
Implementation of Rollick's Digital Retailing solution aims to increase online engagement and pre-sell consumers before they enter the showroom floor to purchase.

02  
Streamline online lead workflows by integrating with all existing technology providers, including Kenect's payment and texting solution, Lightspeed's CRM/DMS, 700Credit's pre-qualifications solution, and OEM leads that are integrated with Rollick's Aimbase solution.

03  
Implemented an automated email lead nurturing program, in partnership with Lightspeed, to nurture prospects to a sale.

04  
Embedded sales intelligence technologies, RollickScore and RollickLens, directly into Parris' instance of Lightspeed. This integration enabled the scoring of each lead based on their probability of making a purchase and tracking their website shopping activities before and after lead submission.

# TACTICS

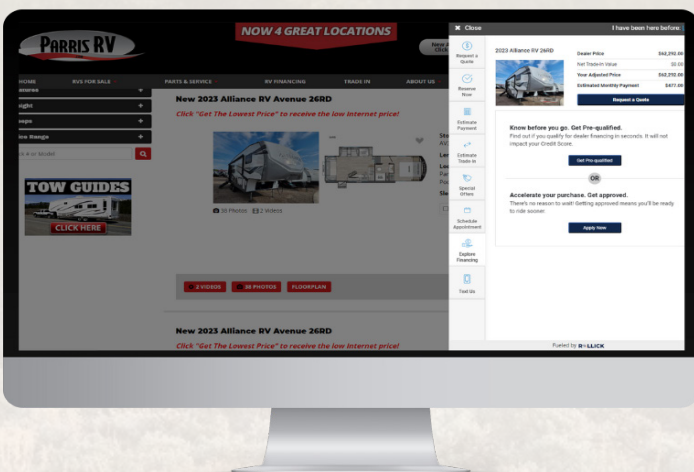
## ROLLICKDR – INVENTORY DIGITAL RETAILING

RollickDR enables Parris RV to consolidate all the following lead generation activities in one simple solution.

- Request Quote
- Reserve Now (Unit Deposits Online)
- Estimate Monthly Payments
- Estimate Trade-In (Powered by J.D. Power)
- Special Offers (Rollick's proprietary offers engine, which allows Parris to deliver dealer and OEM level offers, as well as savings from Rollick-partner brands such as Sam's Club, AAA, Progressive, and USAA)
- Schedule a Dealership Appointment
- Explore Financing and Pre-Qualification with 700Credit
- Payment and texting solution with Parris' Dealership Sales Staff, powered by Kenect

Armed with enhanced digital shopping data upfront in the sales process, has allowed Parris' sales team to speed up the sales cycle, cutting down on time customers spend at the dealership.

Among website shoppers who used the RollickDR tool, Get Prequalified was the most popular completed module, netting 49% of the leads.



## INTEGRATIONS



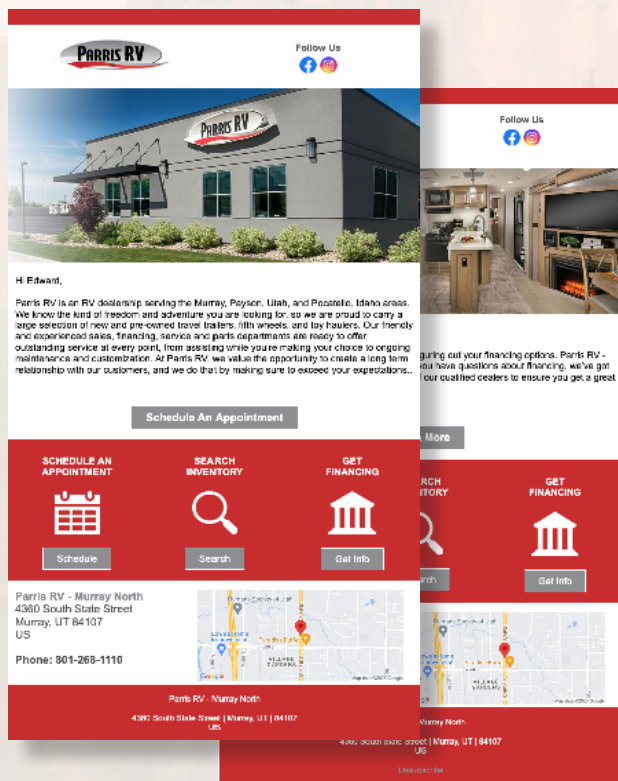
Rollick deployed an integration strategy with all of Parris' marketing technology providers, so there's one seamless experience from when online leads are generated to ongoing customer management. Rollick integrated with most of the industry-leading technology providers in the outdoor recreation industry, including Lightspeed, 700Credit, Kenect, and OEM Aimbase Leads, making it easy for the sales team to follow-up with opportunities.



## AUTOMATED EMAIL NURTURE PROGRAM

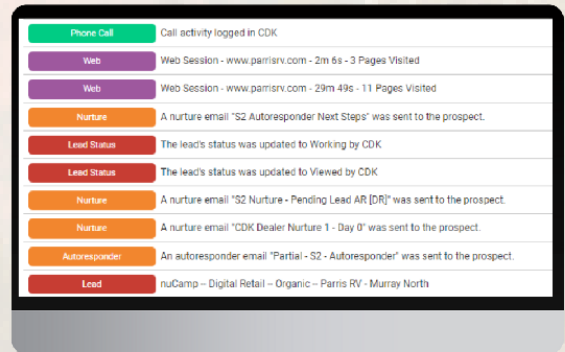
When potential customers request a quote or engage with RollickDR, leads flow into the Parris Lightspeed CRM for follow-up, while Rollick automatically triggers a series of nurture emails to keep prospects engaged in the buying process.

With RollickNurture email engagement rates exceeding 55%, Parris RV stays top of mind with prospects during the shopping process.

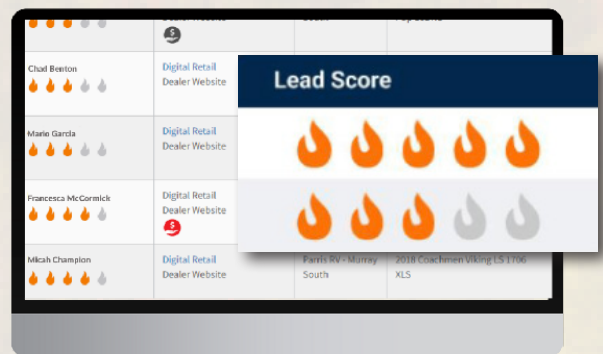


## ROLLICKSCORE AND ROLLICKLENS SALES INTELLIGENCE TOOLS

While Parris is working sales opportunities in Lightspeed, Rollick displays a lead score (RollickScore) and pre- and post-lead shopping activity (RollickLens) for each lead. The enhanced lead data enables Parris' sales team to understand who's hot/not, allowing them to focus on the opportunities who are most likely to purchase.



Rollick Lens



Rollick Score

# TESTIMONIAL

*"I cannot overstate the impact Rollick has had on our digital engagement and transformation. With their innovative tools and expert guidance, we've been able to streamline our sales process, enhance customer engagement, and increase sales for our dealership."*

- **Brett Parris, Owner, Parris RV**

# EXPERIENCE THE RESULTS

**BETTER WEBSITE CONVERSION + BETTER SALES CONVERSION =  
MORE SATISFIED CUSTOMERS**

**2x**

Leads sourced through RollickDR were **2X more likely** to result in a sale than other dealer website lead types.

**14%**

The lead-to-sales close rate for RollickDR shoppers who **completed multiple modules** was **14%**, the **highest of any lead types** from the dealer's website.

**12.9%**

The **Special Offers module** within RollickDR produced the **best single lead type close rate** among all dealer website lead types at **12.9%**; next up was the RollickDR **Get Prequalified** lead type at **8.6%**.

**Start Your Customer Journey Here**

*Scan the QR Code to schedule a 30-minute demo to get started.*

