



## Southside Harley Davidson's Success with Rollick's Digital Retailing and Lead Nurture Solutions

Southside Harley Davidson, under the leadership of Dave Charette, has been a partner of Rollick's since late 2022. By enrolling in GoRollick, Digital Retailing, Lead Nurture, and Lightspeed Lens/Score, Southside Harley Davidson has experienced significant growth in lead generation and sales conversion, showcasing the positive impact of Rollick's comprehensive suite of services on its business operations.

**INDUSTRY: POWERSPORTS**

**TARGET AUDIENCE: DEALERS**

## CHALLENGE

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Dave Charette aimed to enhance Southside Harley Davidson's customer acquisition and streamline the sales process. The goal was to increase the dealership's ability to attract qualified leads and improve the conversion rates of those leads into confirmed sales, ultimately driving higher revenue and customer satisfaction.

## SOLUTION

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### **GoRollick:**

Aimed at attracting more leads through a unique digital marketplace.

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### **Digital Retailing:**

Designed to simplify the customer journey from lead generation to sales, including a pre-qualification process that helps identify serious buyers.

### **Lead Nurture:**

Focused on maintaining customer engagement and moving prospects through the sales funnel.

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04

### **LightSpeed Lens/Score**

Provided detailed insights and analytics to understand customer behavior and preferences better.

# RESULTS:

Since the launch of these solutions, Southside Harley Davidson has generated over 350 leads, with significant contributions from both GoRollick and Digital Retailing:

**GoRollick:** 30% of total leads generated

**30%**

**Digital Retailing:** 70% of leads generated, including 36.3% of the pre-qualification leads, leading to confirmed sales through pre-qualification (a close rate of 13.5%).

**70%**

**Sales:** Southside Harley Davidson has secured a 10% overall sales conversion rate, a testament to the effectiveness of Rollick's solutions in converting leads into paying customers.

**10%**

**Expansion to Hampton Roads Harley Davidson:** Due to the success at Southside Harley Davidson, Dave Charette decided to extend the partnership with Rollick to his new location, Hampton Roads Harley Davidson, starting on May 24, 2024. Early results indicate promising outcomes:

- **Leads Generated:** Breakdown of leads generated was **9.5%** of total leads since launch from GoRollick and **90.5%** from Digital Retailing.
- **Pre-Qualification Success:** **74%** of customers who submitted a lead also opted to pre-qualify through Rollick's Digital Retailing platform.



*"Rollick has truly revolutionized our approach to digital engagement. Their cutting-edge tools and expert guidance have significantly streamlined our sales process, boosted both the quantity and quality of our leads, and greatly enhanced customer interactions. Thanks to Rollick, we've not only seen an increase in sales but also a marked improvement in lead nurturing and tracking."*

**Dave Charette**  
General Manager

## CONCLUSION:

The collaboration between Southside Harley Davidson and Rollick has been a resounding success. The deployment of Digital Retailing, GoRollick, and other tools has increased lead generation and improved the dealership's ability to close sales efficiently. The decision to replicate this success at Hampton Roads Harley Davidson further validates the value of Rollick's offerings in driving business growth. Dave Charette's positive feedback and continued partnership underscore the tangible benefits of these solutions for dealerships looking to enhance their sales and customer engagement processes.



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