

CASE STUDY

Jim Burke Chrysler Dodge Jeep Ram

INTRODUCTION

Whatever you're looking for, Jim Burke Automotive Group is sure to have it. The Jim Burke family of car dealerships offers vehicles from a wide spectrum of makes to the greater Birmingham, Alabama, community, including Hoover and Tuscaloosa. Its top priority is matching customers with just the right vehicle, a range of financing options, and expert auto repairs. Its facilities are state-of-the-art, its staff is highly skilled, and its inventory of more than 300 vehicles is top-notch. This case study will be from the perspective of Chris Browning, general sales manager at Jim Burke CDJR.

CHALLENGE

The business challenges that led Jim Burke CDJR to invest in Kahu included; having difficulty managing and locating inventory, experiencing vehicle theft, finding dead batteries on test drive vehicles, and facing thin margins on vehicle sales.

USE CASE

By taking advantage of Kahu's features, Jim Burke CDJR worked on the increasing F&I profit, decreasing time spent finding test drive vehicles, bringing customers back for service, improving operational efficiencies, improving vehicle security with Kahu's stolen vehicle recovery, and managing loaner vehicles.

RESULTS

The Kahu effect has been profound at Jim Burke CDJR. Kahu instant vehicle location expedites test drives by six to 10 minutes. Faster sales have boosted CSI scores, lease retentions, and trade-ups. Staff has used Kahu to track loaners and market service promotions more effectively, which has dramatically improved customer relations. The dealership monitor unauthorized after-hours vehicle movement, recover stolen vehicles, and reduce insurance costs all through Kahu risk management features.

When customer service is the priority at your dealership, customers are happier, they spend more in F&I, come back for service, and ultimately, buy their next car from you. See how Kahu can put your dealership on the right track by calling one of our friendly experts at (877) 563-0032 or visiting [Spireon.com/kahu](https://www.techvalidate.com/product-research/kahu/case-studies) today.

“Kahu has positively impacted several aspects of our dealership, including security, service, and our sales,” says Chris Browning, general sales manager at Jim Burke CDJR.