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# Elead CRM Keeps Customer Contact on Track at Anderson Auto Group

For Dealerships of Any Size, Customer Experience is Key

Not far from the tarmac of Raleigh-Durham International Airport, Anderson Auto Group houses their sprawling business operations. The location selection comes as no surprise as Fred Anderson, the business's namesake, once chose pursuing his passion for piloting airplanes over following in his father's footsteps in the auto industry. As it often goes, however, Anderson returned to his roots to eventually form his own dealership group where business is thriving. And thanks to his expertise and tenacity, the group has grown extensively over the years.

We spoke with Aaron Hudson, Anderson Auto Group's VP of Marketing and Technology, to learn more about their success with Elead. "I had a desire to work in F&I, but they were fully staffed. As the internet became a bigger deal, I settled into a role where I did everything from taking pictures of cars to designing the website. That grew into more of an e-commerce role."



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Aaron Hudson  
VP, Marketing and Technology  
Anderson Automotive Group

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## Making an Impact on Success

With his feet securely planted in the burgeoning online side of auto sales, Hudson tapped into the world of CRM usage. He began partnering with Elead prior to joining Anderson Auto Group. “To teach a new CRM to 45 salespeople and Sales Managers was a bit of a bear. After the install team left, I was sort of the last guy standing. If there was a question about Elead, it came to me. Thankfully Elead offers follow-up training!”

When presented with an opportunity to take his career to the next level, Hudson knew just what to do to make a big impact in his role at Anderson Auto Group. “Instead of one store and one market, I had eight stores and several markets and brands. They were already using Elead, so it was a great fit. They needed help to work more proactively, set goals and see better results. With my working knowledge of Elead and its latest tools, I could help remove the roadblocks for them,” Mr. Hudson explains.

Elead continues to be a core part of their business. As Hudson tells us, “Everybody’s focused on the end result — the sale of the car. But one of the things that Elead does is help us track and manage the activities of our associates. We can use that information to see if associates are following up and setting appointments.”

## Staying Ahead of the Pack

Anderson Auto Group is one of many dealerships to find Elead tools a breeze for ramping up new employees. “I’ve trained a lot of people on Elead. It’s pretty simple to get a salesperson up and running. You can watch them pick it up quickly and eventually dive much deeper into it as well,” Hudson explains.

With the landscape of auto sales changing dramatically in recent years to feature more digital communication, Hudson has leveraged his expertise with Elead to keep Anderson Auto ahead of the pack for customer service. Utilizing the right tools for outbound campaigns and prospecting has helped push Anderson to reach new heights. “We do things differently than we did 10 years ago, such as integrating texting into our workflows to communicate with customers. We make sure that we’re staying in contact with the customer. Giving them timely updates on the vehicle can really come in handy,” says Hudson.

Elead continues to evolve, making it a go-to tool for Anderson Automotive Group. “There are so many different touchpoints today. Customers are on their phone, they’re watching TV, they’re online searching. We try to be at the most strategic places, measuring the incoming traffic and locking those into the system.”

By partnering with Elead throughout his career, Hudson has grown engagement with customers at dealerships of all sizes. So what’s his secret? “I think just the responsiveness of Elead whenever we have a problem. There’s always somebody to help us resolve that problem, which is very valuable to us,” Hudson says.

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