



elead

Turner Chevrolet Takes Advantage of Everything CDK Elead Has to Offer

Turner Chevrolet in Crosby, Texas has been a fixture in the Baytown community for years. As a family-run business, they take pride in helping their customers find the right vehicle for their family at the right price. The recent addition of CDK Elead CRM has helped ensure they're communicating as effectively as possible every step of the way.

"Elead is the newest product we've incorporated in our store. We've had it for at least three years now. Nothing but great things to say. Very transparent, very easy to work with. There's a lot of opportunities to make sure we're able to dial in with our consumer base the best way we can. I definitely love the product. It's been very good to us versus other CRMs," explains Robbie Turner, VP of operations.



"It's one of the most effective ways to sell a car."

Robbie Turner
VP of Operations
Turner Chevrolet

CONNECTIONS THAT MOVE YOU

CRM / Digital Sales / F&I / Fixed Operations / DMS / IT Solutions / Intelligence

© 2022 Elead/EleadOne/Elead CRM is a registered trademark of CDK Global, LLC. 22-2752

CDK GLOBAL

Learn more at elead-crm.com

More Effective Emailing

The more data you have on your customers, the easier it is to tailor conversations and strategies to meet their individual needs. Leaving them feeling that they've been heard and valued builds trust, which is where Elead excels. Turner agrees. "Elead enables us to more effectively email customers the information they want when they're not in the store. We can print out options all on one side, from leasing options to payment options. It's helpful all around. Plus, we can view our inventory within the system. It's all very important when building trust with customers to complete a deal."

In addition to improving the customer experience, day-to-day tasks at Turner Chevrolet are much easier for the team with Elead. "My Sales guys and managers love it. They are so glad to be on this tool. They can easily look at the campaigns and pull up their daily objectives. By being able to dial in on the history of a deal, they can be sure we're not misquoting a customer. And if the customer is looking for any extra information, we're able to send it directly to them. I think that's very important because you're going all the way down from the options to the colors to the price point. It's one of the most effective ways to sell a car."

“

Elead enables us to more effectively email customers the information they want.”

Robbie Turner
VP of Operations
Turner Chevrolet

The Elead Advantage

At CDK Global, we are constantly evolving our tools to meet our partners' needs. "We stay in close communication with customer support if we need help with anything, but for the most part Elead has been awesome for us. We are thankful Elead has created these tools for us dealers to be able to be more transparent with our customers."



CONNECTIONS THAT MOVE YOU

CRM / Digital Sales / F&I / Fixed Operations / DMS / IT Solutions / Intelligence

© 2022 Elead/EleadOne/Elead CRM is a registered trademark of CDK Global, LLC. 22-2752

CDK GLOBAL
Learn more at elead-crm.com