



CASE STUDY SEPT 2020

PSX Digital Desking Feature for Edge Performance Sports Dealership

IMPROVING CUSTOMER SERVICE, EMPLOYEE SATISFACTION, AND PROFIT WITH AN ADVANCED EFFICIENCY SYSTEM



Edge Performance Sports implemented the PSX Digital Desking Feature to improve productivity, customer experience, and profitability. By working closely with PSX Digital, they were able to develop a tool that's customized for a high-volume dealership sales environment and are now enjoying improved metrics like gross profits, customer retention, sales, and employee satisfaction.

EDGE PERFORMANCE SPORTS

Edge Performance Sports is a dealership serving Ontario, OR and the surrounding areas with the top Powersports brands like Honda, Can-Am, Polaris, Kawasaki, Suzuki, KTM, and Timbersled since 2004. General Manager Charles Scott and Sales Manager Robert Palomarez lead the team with over 45 years of combined sales, auto, and Powersports experience.



"Because we have the technology, the culture, and the support, we're able to flourish in a time when a lot of companies aren't. It's a huge blessing to have this technology and this team."

- Robert Palomarez,
Sales Manager



THE CHALLENGES



Edge Performance Sports places a high value on customer service, but outdated desking operations were placing a heavy demand on the sales team to compensate for limited financing information, long wait times for customers, and a fast-paced working environment with relatively low productivity.

Sales reps couldn't get specs on units in an efficient manner and were forced to repeatedly enter customer information to access different financing options. Team members stayed busy gathering information but were being held back by systems and operations

that were too slow. Customers complained about the process taking too long and felt boxed in by a lack of available choices regarding interest rates, payments, down payments, terms, inventory, and more.

This high rate of work for minimal reward resulted in a lower sales rate, lower morale, and lower customer satisfaction than it should have been possible with a team of such high quality. They wanted to be able to provide customers with all of the available financing and purchasing options in a short time so they could provide the convenient and enjoyable experience a customer should have at a Powersports dealership.

THE SOLUTION



Before implementing the PSX Digital Desking Tool, Edge Performance Sports looked at other CRMs for improvement to inventory management, customer information access, product info, efficiency, accuracy, system integration, and inventory data. At the time, they were relying on spreadsheets to access information and perform predictable calculations, but they needed something better.

While trying out different vendors, they found that most seemed to be developing products for an industry they didn't fully understand. PSX Digital's developers were easy to communicate with. Requesting features and giving feedback was simple and the end result was a tool that was customized to the sales environment. Chuck and Rob agreed that there was very little risk in implementing a system that could improve their efficiency.

"It was like going from long-hand math to using a calculator."

- Robert Palomarez, Sales Manager



THE RESULT



Once implemented, the PSX Digital Desking Tool facilitated a transformation in daily operations, giving the team the time and data to optimize processes throughout the company. Customer information, financing options, and inventory data are now able to be shared and viewed rapidly, which not only affects sales but also assists in making effective decisions regarding inventory.

Being able to access a wealth of information in just minutes has increased gross profits and dramatically improved the customer experience. The sales team is happier as they continue to break sales records, and that happiness makes it easier for them to provide the quality service they're known for, which is why customer retention is at an all-time high.

Dealerships like Edge Performance Sports handle a large volume of brands, makes, models, and customers. The way consumers shop for Powersports equipment requires the ability to switch between options to compare or add equipment quickly. They now have that ability and instead of compensating for sluggish operations, the team's flawless service is one of their greatest selling points.



“Other dealerships don't know the profits they're sitting on, but more importantly, they don't know how much they're losing.”

- Robert Palomarez, Sales Manager

GOING FORWARD

Rob says, “It's hard to imagine going back to where we were from where we are.” He adds that the only improvement he can think of for the system would be integration with Lightspeed, their Point of Sale system. The team plans to continue using the PSX Digital Desking Tool to support their processes and maintain a competitive experience for both their customers and their employees. Chuck would like to see PSX Digital incorporate Manufacturer rebates and warranties into the system, and we hope to see that in the near future.

“It's going to save you time and make you money.”

- Chuck Scott, General Manager

