



INCREASES SALES OVER THEIR PREVIOUS PROVIDER IN LESS THAN SIX MONTHS

NEW YEAR, NEW APPROACH, NEW GROWTH:

Southern Devil Harley-Davidson in Cartersville, GA is ranked among the top 20% of Harley dealerships in the United States. Driven to accelerate growth in the new year, they replaced their previous provider with PSXDigital's **H-D DEALER DIGITAL CERTIFIED CXMAI PLATFORM**. **This bold move has transformed its sales process and increased profits.**

INTEGRATION MATTERS:

"The biggest benefit to PSXD is their integrated platform. They're our one-stop-shop: Website, Talon DMS (Harley-Davidson's Dealership Management System), CRM (Customer Relationship Management) and more. The fact that all those things work together seamlessly was the biggest selling point for us."

- Brett Paul, General Sales Manager, Southern Devil Harley-Davidson



CXMAi (Customer Experience Management powered by Artificial Intelligence) is a proprietary platform built exclusively with Powersports dealerships in mind. It includes these core products: **CRM, Inventory Management, Websites and Marketing Automation.**



DEALERSHIP RESULTS:

January 2019–July 2019

131% More Leads
Increased online leads by 131%

8^{min} Faster Lead Response
Decreased from 2 hours to under 8 minutes

80% Instant Connections
Actual conversations with 80% of leads submitted

2x More Set Appointments
Doubled appointments scheduled

78% More Shows
78% appointment show rate

80% More Sales
80% of showed appointments closed

WINNING STRATEGY:
10% increase in overall sales

SALES PROCESS:

CXMAi is designed to secure the deal from the start. It begins by connecting dealerships with their customers before they even walk in the store and continues to never miss a chance to desk them once they arrive.

Southern Devil H-D reported that the PSXDigital CXMAi Platform:

- + **Streamlines and accelerates** the sales process
- + **More efficient** - less cumbersome - fewer steps
- + **Virtually eliminates manual data entry**
- + **Frees-up more time** to spend with customers

CRM AND SALES PROCESS:

Before PSXD

Disconnect between leads by source

No integration between CRM • Inventory • Websites

Lack of control over new opportunities

Multiple vendor dashboards and manual piecemeal reporting

with PSXD

Leads are consolidated and distributed from the origination

Better lead follow-up

Ability to hold the salespeople accountable

One dashboard view - focus on one platform

CRM comes after the experience. CXM works hard to anticipate it. In other words, CRM facilitates your relationship with customers while CXM works through the customers' viewpoint to improve the quality of their experience. An integrated platform is an important investment to keep track of crucial data for your inbound marketing and sales efforts and to analyze customer behavior. **CXMAi includes a CRM!**



ALMA-ASSISTED:

ALMA is an Automated Lead Management Assistant that works inside CXMAi to track every customer interaction, learn their behavior and instantly connect qualified buyers straight to your sales team when the moment is right. **She works smarter and harder 24/7 and doesn't miss a thing.**

Southern Devil H-D reported that ALMA:

- ✦ **Enforced operational accountability**
- ✦ **Improved staff usage** of the system
- ✦ **Streamlined communication** with staff and with customers
- ✦ **Eliminated lost opportunities** (No more 'orphan list')
- ✦ **Increased customer involvement** and excitement in the sales process!



IMPACT ON MANAGEMENT:

- **Eliminated multiple logins**
with single sign-on dashboard
- **Improved visibility**
and increased situational awareness to sales floor activity
- **Easier access**
from any smart device
- **Streamlined transactional reporting**
with consolidated and real-time data
- **Expedited deals effortlessly**
with digital communication from sales to desk



TRAINING & SUPPORT:

- Dealership staff are now set up for success!
- Progressive mindset and shift in process created positive momentum
- Support hassle has been eliminated

*"If there is an issue, the support team is very quick to fix it. It's really less headache than our website and overall maintenance was before. Communication is much more effective. Response is instant. We are fairly high maintenance and anything we've asked for has been addressed and fixed. **PSXD has delivered on everything they've said**"*

- Brett Paul, General Sales Manager, Southern Devil Harley-Davidson

THE BOTTOM LINE:

*"We were officially launched with PSXD in January. **Since January, our sales have been up over 10%.** The only thing that's changed for us is that we are now using the CXMAi platform."*