

## The Challenge

Our client had more than 15 Business Managers over many locations with multiple suppliers – financiers and insurers. Profit results were mixed and complexity in the operation meant performance management was unpredictable. Op2ma was engaged to streamline processes, improved reporting and increase profit.

## The Objective:

1. Create one system for recording all vehicle and F&I sales
2. Create one selling process for all Business Managers
3. Select access for all Senior Managers
4. Web & tablet accessible
5. Increase F&I income

## The Solution

Customise Finance Accelerator and incorporate multiple Financiers and Insurance providers.

Customise Op2ma's Menu selling tool to suit the Dealership Group Business Manager's specifications. Create full Dealership hierarchy with suitable access levels.

Train the Business Managers and support staff on how to use the system. The Business Managers completed a 4 hour Menu Selling Course. Online training was included in the first 3 months.

## The Results:

- **Total profit was increased by over \$250,000**
- Total finance penetration increased by 5%
- Total Insurance sales increased by 40%

### Investment

Total investment \$22000

Actual return on investment: 11 time

### FEEDBACK FROM BUSINESS MANAGER

*"Nothing in business is perfect but in the F&I Dealership world Finance Accelerator is about as close as it gets."*

*"Op2ma's Finance Accelerator not only provided a comprehensive shelf product but is also very customisable. Our customisation was cost effective and completed in a timely manner. They had an excellent understanding of what we required."*