

The Challenge

Turn around the F&I performance of a large dealer group with close to 20 Business Managers. The group had an average IPRU that was well below industry “average”.

The Objective:

1. Develop an F&I team culture
2. Increase IPRU to the level of industry benchmark

The Solution

Introduce Finance Accelerator and Op2ma's Menu Selling tool in a staged process.

Introduce monthly Business Manager performance discussion meetings.

Introduce quarterly Dealer Principal meetings.

Introduce monthly or bi-monthly Business Manager training.

Train salespeople on F&I referrals.

The Results:

- Finance Penetration increased 6%
- Number of insurance policies sold increased by 300% per month**
- Income per retail unit (IPRU) went up by 61%
- Interaction between Business Managers improved and a stronger team culture has been achieved

Investment

Total investment \$81300

Actual return on investment: 43 times

FEEDBACK FROM CLIENT

Our organisation implemented Fusion's Op2ma F&I optimisation program a little under twelve months ago with the hope of dramatically improving our F&I performance. Before the program was implemented, to give you some idea, we were running around half of what Deloitte was extending as the benchmark for the industry at that time.

Given that we are now approaching the tail end of the program, I can confirm that we have witnessed a significant improvement in both our F&I penetrations and income per unit retailed. The increase in performance has been in the order of \$300 per unit retailed.