

All Out Cycles

Chesapeake, VA



A DX1 Case Study: The DX1 Difference

All Out Cycles is seeing **the benefits** of using DX1's complete solution.

DX1 saves Kevin Pankow **hours each week** by eliminating the need to rewrite contact information.

DX1's single database makes email campaigns fast and efficient. GM Hansin **saves 30 minutes** per email.

Improved customer satisfaction from updated inventory, plus **300% more** inventory on the site will translate to an increase in leads.

This family owned, multi-brand dealership in southeast Virginia is growing. The dealership is doubling its square footage for its showroom, and the parts and service departments. With their current staff of eight, owners David and Michael Hansin also are seeking efficiencies within their dealership.

They recently switched to DX1 for their complete business management needs vs. using five different systems providers. Here are a few of the daily efficiencies the All Out Cycles staff has found using one platform for all of their dealership needs:

Sales: Before DX1, Sales Manager Kevin Pankow would use multiple systems to work a major unit deal. First he would type customer contact information into a lead manager. Once that lead advanced to a quote, Pankow would re-type that same contact information into a form on a different system. With DX1, entering data numerous times is no longer necessary as major unit leads flow into DX1's accounting module.

Marketing: Before DX1, sending out email blasts to All Out consumers required General Manager David Hansin to go through a series of uploads and downloads. He would download his recent customer email lists from two different systems then upload those into a third system. This burdensome series of IT steps is no longer necessary with DX1's single database. All email addresses used in major unit, service and parts sales are accessible to dealers for their marketing campaigns.

Sales & Marketing: Keeping inventory up to date on their website is easier and more efficient. "Before [DX1], it was too much work to maintain all the off-road inventory - we only listed our motorcycles," Hansin said. With DX1, units are instantly added or removed based on current stock, creating a better customer experience and ultimately generating more leads. Now All Out has its entire inventory online, increasing available units by 300%. Hansin loves that "when you sell a unit, it automatically comes off the website," saving his staff time.



Kevin Pankow, Sales Manager

All Out's Monthly System Expenses

	Previous System	With DX1
Accounting & F&I System	\$360	\$1,140
Website	\$400	(Included)
Lead Manager	\$100	(Included)
Server*	\$166	(not needed)
Email Marketing System	\$15	(included)
Total	\$1,041	\$1,140
Cost Comparison		+\$99

A more efficient dealership is no longer out of reach!



Bring this success to your dealership. Visit DX1app.com or call 1-800-700-4DX1 today!

*Server cost: Includes cost of the purchase of a new, \$10,000 server every 6 years.