



HokuApps Dealer Management System (DMS)



Teddy Nissan



Opening
New Possibilities
of Profit

About the client

Teddy Nissan is a New York based company dealing in New and Used Nissan cars in the Yonkers, New Rochelle, Mount Vernon & White Plains. They make the process of selecting, financing, buying and repairing vehicles easy and hassle free. The Nissan dealership offers top notch quality pre-owned cars, trucks, vans, and SUV's.



Problem

Teddy Nissan struggled to keep its critical information in place, with lot of manual efforts made in collecting data from emails and excel sheets, leading to mistakes, inaccuracies and delays. Management and executives faced difficulties in analysing their own organizations performance spending majority of their time in collecting information spread across multiple systems used by different business functions. Also, end customer profiling was not possible due to lack of data which made marketing and promotion difficult.

Lack of decision support tools for analysis and forecast resulted in failed responses and missed revenue opportunities. Further there was a communication gap between employees leading to problems in sharing knowledge, and reviving customer relationships. All these factors ended up being detrimental to the company.

Solution

To stay competitive in today's environment, Teddy Nissans' officials knew they needed to achieve a level of stability and consistency across their organization. By making a successful shift towards HokuApps platform, the company took the first step towards implementing a successful mobile strategy.

HokuApps suggested to develop a centralized sales management solution which would improve visibility among sales and marketing teams, increase automation & manageability over various operational elements and provide a real-time update on sales forecasting.

The new management system seamlessly integrates with their existing legacy systems and eliminates the need to manually gather enterprise data spanning across multiple resources and systems.

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It gives me peace of mind to know that our data is automatically analyzed. This has simplified our job and allowed us to focus on critical projects.

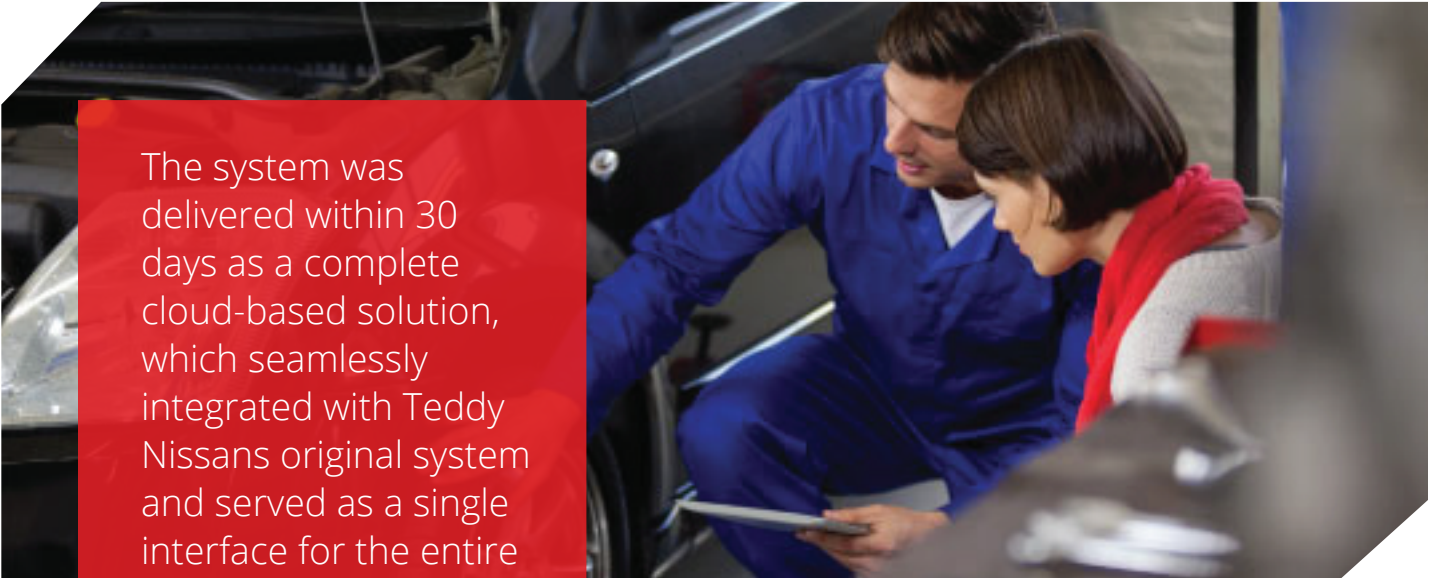
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The team were delighted to discover HokuApps mobility solution. The solution allows them to take care of the sales and service departments by analysing simple visual representations of data, thus facilitating a strategic advantage in the local market and becoming a central hub for operations to interact, maintain and scrutinize

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Result



The system was delivered within 30 days as a complete cloud-based solution, which seamlessly integrated with Teddy Nissan's original system and served as a single interface for the entire management.

Since acquiring the application, Teddy Nissan and its sales team have seen many of their headaches disappear. They can now compete more effectively with live market view of sales in their regions and differentiate service experiences, allowing to connect better with customers. As a result, they could effectively control and monitor the business and decision making processes by highlighting opportunities in local markets.

Teddy Nissan's experience with HokuApps has been so successful that they now expect greater efficiencies as we enabled seamless integration with their existing enterprise systems. The deployment of the new dealer management system supports the clients path to high performance by helping to deliver concrete business value in terms of increased revenue, dealer-focused functionality, improved customer service and decreased costs.

HokuApps is a leading cloud application development platform provider. Our pre-built connectors and modules provide easy legacy app integration to the cloud and empower businesses to create custom solutions based around their specific operational demands. HokuApps provides the platform and tools needed to get proprietary apps rolled out in a matter of days.

For more information about HokuApps, visit www.hokuapps.com.
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