



# DEALER CASE STUDY

**LONG OF CHATTANOOGA**  
Chattanooga, TN  
Franchise Dealer

**BRANDS**

Hyundai | Mercedes-Benz | Volvo | Genesis

Long of Chattanooga is the premier dealership for Hyundai, Mercedes-Benz, Volvo and Genesis. Each Long dealership consistently places among the highest in the nation for customer satisfaction.

**Challenge Accepted:** Create a luxury customer service culture in a non-luxury rooftop.

**Results Achieved:**

**27%**  
VSC PRU  
Increase

**\$1,600**  
Average  
F&I PRU

**#1**  
Hyundai  
Dealership  
in the Region



## SUMMARY

Long of Chattanooga turned to EFG Companies to create a luxury customer service culture throughout the auto group's Hyundai rooftop.

Utilizing EFG's proprietary, guided-discovery training model, along with ongoing in-dealership engagement, Long of Chattanooga created more cohesion between sales and F&I and implemented best practices for greater customer service and sales.

This resulted in a 27% average increase in vehicle service contract profit per unit sold, and an average \$1,600 PRU in F&I. Additionally, the Hyundai rooftop was recognized by Hyundai USA as the number one Hyundai dealership in the region in November, 2019.

# SOLUTION

Create more cohesion between Sales and F&I teams and position the dealership as a consumer advocate and advisor with its customers, rather than simply a vehicle retailer.

## APPROACH

# 1

### Changing Mindsets

- Transitioned the Mercedes F&I manager to their Hyundai dealership.
- Secured buy-in from F&I and Sales teams on process changes and training initiatives.

# 2

### Training and Dealership Engagement

EFG implemented ongoing training within both the sales and F&I teams to align them with the luxury service model. This included utilizing EFG's proprietary, guided-discovery F&I training method, along with ongoing in-dealership engagement to train:

- F&I managers how to work with sales team members to ensure deals have enough cushion on the back end to sell F&I products.
- Sales to see deals from the F&I perspective to augment overall dealership profitability.
- Both departments on building strong customer relationships and increasing customer service levels, through enhancing the customer interview and tailoring their presentations using the information gathered.

# 3

### Implementing Best Practices



Introducing the customer to the finance manager early in the sales process.



Reducing customer down-time by giving them a tour of the dealership.



Introducing customers to the service manager and scheduling their first service appointment.

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