

Dealer VUE

Allen Gibson

Brad Howell Ford | Kokomo, Indiana

As the Parts Manager at Brad Howell Ford, Allen Gibson helps the dealership drive profits by improving order accuracy, enabling faster customer notifications, and reducing obsolescence inventory. He needs a dealer management system that makes it efficient for him to achieve those goals.



VUE DMS has an intuitive interface, so Allen can easily access the information he needs to monitor parts inventory and quickly provide status on special orders. The integrated instant messaging feature allows for immediate communications with service advisors without leaving his desk. VUE's client services play a crucial role in helping Allen maximize the value of a cloud-native DMS. Fast response time and expert support – combined with modern features – means he can worry less about configuring software and focus more on driving profits.

Intuitive Interface

VUE DMS is a web-based platform that is point-and-click. The interface operates like a typical consumer website, so Allen can quickly navigate to the information he needs. He especially appreciates the hyperlinks. Like tabs on web browsers, those hyperlinks take him to another tab to efficiently access a part number or special order without losing his original transaction.

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Unlike other DMS platforms, you can just click on a hyperlink in VUE. It takes you there and still saves you on the original screen. This functionality is helpful, compared to other DMS systems I've been on.

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Easily Accessible

In a fast-paced dealership environment, it is essential to get information quickly. With a simple interface and easy-to-use navigation, Allen can manage his inventory and instantly get details on each part. All transactions are synchronized across other modules, so the service and accounting departments also work with real-time information.

"VUE DMS makes it a one-stop, one-click effort. It has helped us be more efficient by providing essential information right at our fingertips."

Instant Collaboration

Allen works closely with the service team, so efficient communications are critical. The internal chat function allows him to instantly message his colleagues to provide updates without walking to the service bay. Service advisors can also quickly check to see if a part is posted and ready for dispatch for the technician.

"VUE DMS lets you easily communicate with other departments. Also, having access to the information within 1-2 clicks, being able to glean that information and make a decision based on what we know is essential."

Fast Client Support

One of the best things about VUE DMS is the client support. When Allen calls in, he is always greeted by a trained agent who understands his business and is eager to help. He also appreciates having his feedback incorporated. When VUE representatives were onsite, Allen requested adjustments to the parts module, which were included soon after.

"The key advantage of VUE's partnership is the ease of access to technical support. I'm not an IT guy, so it's handy for me to call in and always have someone available."

Partner with a Dealer-Focused DMS

VUEDMS.com/brad-howell/parts/ | 877.421.1040

