

# Dealer VUE

## David Lawrence

Premier Toyota  
North Platte, Nebraska

David Lawrence, General Manager at Premier Toyota, had been advocating for a new DMS that would help realize greater security, mobility and efficiency. With a small but mighty team of nine employees, he needed a modern solution that leveraged the latest technology and enabled his dealership to adapt to rapid changes in the industry.



### So when VUE DMS launched, it made for perfect timing.

VUE's simplicity got David's attention. As a cloud-native solution that operates like a website, VUE is easy to use. This means David and his team can quickly adapt to the DMS and take advantage of the efficiency it offers. Built on Microsoft Azure, VUE provides the inherent security offered by one of the world's leading cloud services. Because VPN isn't required, David can access his DMS anywhere, at his convenience.

“ I would recommend VUE because from the beginning, I could see the vision for this platform.

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The simple functionality was key for me. The system's ease of use and the intuitive layout caught my attention right away.

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## Better Customer Experience

While COVID-19 impacted much of the automotive industry, Premier Toyota actually saw an increase in units. From a sales perspective, they were busier than ever. That means the dealership needed to find a way to work more efficiently. With VUE, they improved how fast they moved customers through the sales process, and seamlessly handed them off to the F&I department.

*“The system is easy to use, and I know that my team is turning out customers faster. Nobody wants to be back there for a couple of hours. It's simple to put customers in and push to RouteOne. Also, the laser print functionality is huge for our F&I team.”*

## Greater Efficiency

Rapidly changing shopping preferences accelerated the need for more digital processes. VUE enables the dealership to move from printing paperwork to online contracts – something that will continue to give the dealership a competitive advantage. Some customers are surprised they no longer have to deal with the lengthy process that's burdened them in the past.

*“Everything happens faster in VUE. For repeat customers that haven't bought a new car in a while, they come in and ask, “What happened to the super long contracts and paperwork?” Lots of that is now digital. We're no longer printing repair orders or signing papers. We won't go back to that even after the pandemic ends. Customers don't want to return to the old ways.”*

## Enhanced Security

A key advantage of a more digital dealership is enhanced data security. No more loose papers and sticky notes that can fall in the wrong hands and jeopardize confidential customer or business information. By using the cloudnative VUE, David can safely store customer information in the DMS and securely access it anywhere there's internet or a hotspot.

*“It's a huge benefit having everything in the cloud. We try not to work when we're not working, but I've had to pull up VUE out of the office a couple times. I work a lot with the Attachments functionality. My loose papers that we used to file away are now all scanned in.”*

## Better Management

David has a talented team and every department is well maintained. He begins every morning by looking at the VUE dashboard to get a high level overview of the business metrics and see if they're hitting their goals. He relies on the Ultimate Search and Favorites tab for quick access to all the information he needs to efficiently do this job.

*“Simplicity is key. I live and die by the Ultimate Search for everything I do. So does my Service Manager. That and the Favorites tab is where I start my day.”*

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I appreciate that the company takes my feedback on what I wish to see and actually works on it – not just toss it aside.

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## Partner with a Dealer-Focused DMS

