

Dealer VUE

Cary Floyd

Bentley Hyundai Genesis
Huntsville, Alabama

As a Service Manager at Bentley Hyundai, Cary Floyd knows how important it is to modernize how his team services vehicles at the dealership. A lot has changed in the past 5 years since he took over the department, and the global pandemic has only accelerated that change.



The implementation of VUE DMS couldn't have come at a better time. Cary has a vision to complete 70% of payments before the customer even comes into the dealership to pick up the vehicle. With such an ambitious goal, he needed a DMS that offers the security, mobility and efficiency to make that a reality.

VUE allows Bentley Hyundai to streamline their operations. All modules link to each other, enabling a more holistic approach that maximizes efficiency throughout the entire process - from the moment an RO ticket is created, to the cashier line. With secure virtual payment and two-way texting features, Cary's team can communicate with each other directly from their workstation and quickly get customers checked out.

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Customer challenges are always there, but the DMS either makes it worse or makes it work. With VUE, our team can see everything on one screen. The ability to use tablets also made things easier for us.

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Our vision is to complete 70% of payments before the customer goes into the dealership. The idea is that customers come in with most of the process already completed. They just have to pick up the keys and paperwork copies. I believe that VUE will help us get there.

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Streamlined Communications

Efficient internal communications can be a game changer for a dealership. With two-way text and chat capabilities, users can talk to each other without leaving their workstation. Eliminating wasted time results in greater productivity across the board. Being able to archive messages means that Cary can reference historical context about an RO or customer as needed.

“The chat function has been the biggest hero for us. It’s allowed our service advisors and technicians to communicate with each other instead of having to walk back and forth. It helps them embrace different ways of doing things.”

Improved Security

A customer wanted to pay for his service and have his son pick up the vehicle. However, he did not want to give his credit card information over the phone so Cary sent him a VUEPay link. Within 5 minutes, the payment was complete. This efficiency helps increase data security, decrease the cashier line and get customers in and out quicker.

“The VUEpay is really working for us. Within 5 minutes, the customer can pay his bill and have someone else pick up the car. This feature helps us decrease the cashier line and increase customer satisfaction.”

Easy-to-use Interface

VUE has a simple interface for easy access to critical information. Users can be on a single screen to complete a task. Hyperlinks let users see additional information without losing their place in the previous screen. Its connectivity eliminates the risk of duplicate or lost data, so they are always working with the latest information.

“Other DMS needs multiple screens just to write an RO. VUE is pretty straightforward. We can stay on one screen, change customer information and have it all updated immediately. With hyperlinks, we don’t have to leave one screen to go to another. It takes you there and right back – that’s a difference maker.”

Greater Flexibility

Everyone has a preference for how they do things. One of VUE’s many advantages is the flexibility it provides in allowing users to work their way. They are not forced to use a single method, making it easier to adapt to the system and be more productive.

“VUE is very adaptive. If I complete a ticket a certain order and someone else does it differently, the DMS can accommodate both of our preferred methods. The system is flexible, giving you a variety of ways to complete a task.”

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The way I look at it, if we write an RO, the end result is the cashier’s window. It’s important to know how each person impacts the entire process. VUE can get you through all of that.

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Partner with a Dealer-Focused DMS

