



Kahu Helps Dealership Hit CSI Goals

About East Valley Nissan

At East Valley Nissan, it's all about the customer. Providing high-quality customer experience is the secret to the Mesa, Arizona, dealership's success, selling anywhere from 225 to 300 cars per month, new and used, to the surrounding Phoenix, Tempe, Scottsdale, and Chandler communities.

The Challenge: Expedite the Sales Process

In keeping with its customer-first policy, East Valley Nissan is always looking for ways to expedite the sales process. In years past, it used solutions that would flash the third brake light to help locate specific vehicles for test drives.

"We've all been there in the car business: you go out and look for a car, and 15 to 20 minutes to a customer is a lifetime," says Corey Corcoran, parts and service director at East Valley Nissan. "It kills the excitement. You let them down, and they're no longer attracted to the model."

The Solution: Kahu

Kahu, [the dealer's connected car solution](#), gives dealers the power to make the car buying process hassle-free for customers. GPS location technology coupled with cutting-edge smart technology, not only [expedites sales by 30 minutes](#), but also [significantly accelerates lot operations](#) such as audits and battery management, [recovers stolen vehicles in just 26 minutes](#), and jolts [service revenue through a branded consumer app](#).

DEALER HIGHLIGHTS

Dealer Name:

East Valley Nissan

Location:

Mesa, Arizona

Inventory:

600 vehicles



Since launching Kahu, East Valley Nissan has never missed a KPI goal.

Kahu Results

With approximately 600 cars in inventory, Kahu has become essential to locate and retrieve vehicles for test drives in minutes rather than ages. Not only does it give dealers the power to locate specific vehicles across multiple lots with incredible 4-foot accuracy, its battery management features take operations a step further by informing dealers in advance whether a car has a good battery or not.

“It just makes you look organized — like everybody knows what they’re doing,” Corcoran continues. “You’re not having a customer sitting at a table stewing or even shopping other stores on their cell phone.”

East Valley Nissan preloads Kahu onto every car in inventory to get the full picture of its business. Kahu has even provided value to its rental fleet operations. In the unfortunate event that rentals have gone missing, Corcoran has been able to locate the exact location of his vehicle and bring it home incident-free.

One of East Valley Nissan’s key performance indicators (KPI) are CSI scores. Before Kahu, the dealership struggled to meet its KPI goals. However, after getting fully ramped up with Kahu after a March 2018 launch, the store hasn’t missed its KPI goal in eight months and counting.

“It’s my 21st year in this business, and I’ve had a lot of vendors come through and promise the world — they fluff you, but they’re product is not what it was sold to be,” Corcoran recalls. “But Kahu has stepped up and delivered exactly what it offered. This is the first time I’ve ever seen this with a vendor. Kahu is exactly what it’s sold to be and works on all levels and facets, just as demoed.

When customer service is the priority at your dealership, customers are happier, they spend more in F&I, come back for service, and ultimately, buy their next car from you. See how Kahu can put your dealership on the right track by calling one of our friendly experts at **877-563-0032** or visiting spireon.com/kahu today.