

## CASE STUDY

# Joe Myers Toyota

### INTRODUCTION

Joe Myers Toyota has an ideology. Always put the needs of the customer first to ensure his or her experience is a positive one. “Customer first” is what it takes for a dealership to become a staple of its community, as Joe Myers Toyota has in Houston, Texas, over the past 30 years. Exceptional customer experience isn’t limited to the showroom floor, but also extends to a premier service drive and parts counter. Joe Myers Toyota has earned several awards reflecting its values, including the Toyota Presidents Award and Board of Governors Award for outstanding service. This case study will be from the perspective of Laura Perry, internal service advisor at Joe Myers Toyota.

### CHALLENGE

The business challenges that led Joe Myers Toyota to invest in Kahu included primarily having difficulty managing and locating inventory.

### USE CASE

By taking advantage of Kahu’s features, Joe Myers Toyota worked on increasing F&I profit, finding test drive vehicles quickly, and improving operational efficiencies.

**“Kahu helps dealerships be more successful. It has allowed us to better manage our large inventory,”** says Laura Perry, internal service advisor at Joe Myers Toyota.

### RESULTS

Kahu has helped Joe Myers Toyota see tremendous results. Sales come together more quickly with instant vehicle locations, which positively impacts per copy, CSI scores, lease retentions, and trade-ups. Kahu battery management has dramatically increased staff productivity. Fixed ops uses accurate mileage tracking to send more timely, effective marketing promos, which leads to increased ROs and improved customer relations. The outstanding stolen vehicle recovery features in Kahu tie the whole package together with greater peace of mind for both dealer and consumer.

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](https://www.techvalidate.com/product-research/kahu/case-studies) today.