

CASE STUDY

Texas Nissan of Grapevine

INTRODUCTION

No gimmicks. No hassle. Texas Nissan of Grapevine believes in customer service that goes above and beyond the call of duty. Great customer experience has led to loyalty and repeat business both in the showroom and on the service drive. With more than 500 vehicles in its inventory, Texas Nissan of Grapevine is dedicated to serving the Dallas–Fort Worth community. This case study will be from the perspective of Richard Curry, inventory manager at Texas Nissan of Grapevine.

CHALLENGE

The business challenges that led Texas Nissan of Grapevine to invest in Kahu included having difficulty managing and locating inventory, experiencing long delays retrieving test drive vehicles, finding dead batteries on test drive vehicles, and facing thin margins on vehicle sales.

USE CASE

By taking advantage of Kahu’s features, Texas Nissan of Grapevine worked on increasing F&I profit, improving operational efficiencies, improving vehicle security with Kahu’s stolen vehicle recovery, and managing loaner vehicles.

“Kahu helps me locate vehicles that are out on loan. It also cuts my time conducting scans of inventory that might be missing,” says Richard Curry, inventory manager at Texas Nissan of Grapevine.

RESULTS

Texas Nissan of Grapevine saves significant time on test drives with Kahu instant inventory location — anywhere from 10 to 25 minutes. With the boost in productivity, per copy, CSI scores, lease retentions, and trade-ups have all improved as well. Staff has used Kahu lot management features to execute inventory audits faster, manage loaners more effectively, gain greater test drive insight, and send more timely, effective marketing promotions. The dealership also gained greater peace of mind through Kahu after-hours security alerts and exceptional stolen vehicle recovery.

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.spireon.com/kahu) today.