



elead

Mazda Roseville Knows How to Leverage the Power of Engagement

See How CDK Elead CRM Makes It Easy to Create, Manage and Nurture Good Customer Relationships



Jason Griffin, Executive Manager at Mazda Roseville, is a stickler for relevant and timely engagement with customers. Since coming aboard in 2019, he's been integrally involved in training to ensure all team members know when and how to engage customers during the buying process.

One of the top two dealers in the area, Mazda Roseville has five locations dedicated to helping many satisfied customers in or near Roseville, Sacramento, Citrus Heights, Folsom and Rocklin, California find the Mazda of their dreams. The independent online reviews are a testament to their superior customer service.

According to Jason, adding CDK Elead CRM to their suite of tools has enhanced their real-time communication — and gives them a significant advantage over Carvana, Vroom or anybody else in this kind of digital selling space.

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When a customer reaches out to Mazda Roseville during business hours, an associate engages with them within 15 minutes 100% of the time.

Jason Griffin
Executive Manager
Mazda Roseville

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Speed and Ease Are Key Drivers

Before joining Mazda Roseville, Jason did a lot of consulting work on a lot of different CRM systems. When compared to Elead CRM, this is where he netted out: "I like the flow of how Elead is laid out. It's streamlined, accessible and easy to use. It is by far, the best I've used." He went on to say that the integration of CDK Elead CRM with CDK Roadster has made pushing through detailed deal structures simpler, faster and more efficient.

The entire Mazda Roseville group can get customer details and updates in one place with a simple click of a button. Since everything is posted to the customer record, there's increased visibility across the entire team. That means anyone can get vital customer information and respond quickly to a customer's needs. If someone is trying to reengage with a customer, or a customer is upset about something, a Roseville associate can see everything on the screen in front of them. They immediately know what was going on during the engagement, what the issue was and how far down the funnel the customer was when the engagement stopped.

Powering Relationships

By adding Elead CRM to their suite of real-time communication tools, Mazda Roseville has enhanced the level of transparency across platforms, instilling a sense of trust in customers, which in turn has increased customer loyalty, retention and ROI.

When asked what the greatest part was of combining CDK Elead and Roadster, Jason was quick to respond, "We all have fancy buttons and shiny cars and they're all great, but it's the people behind things that make a difference. The first thing that comes to my mind is the support we received from CDK Global, and the team's willingness to adapt and change to help their clients."

Learn how our innovative solutions can help you create stronger customer relationships and build a more profitable business.

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