

# SELL PREPAID MAINTENANCE THROUGH YOUR DEALERSHIP WEBSITE.



NICK ALEXANDER BMW



## 34

Prepaid Maintenance Plans Sold Online



## \$6,766

e-Commerce PPM Sales



## 2012

Average Vehicle Model Year of e-Commerce Purchasers



## 82,843

Average Vehicle Mileage of e-Commerce Purchasers

Nick Alexander BMW's Service Team works hard to build loyalty to servicing your BMW at their dealership. One of the best ways to build loyalty is by selling prepaid maintenance plans to BMW service customers. Their team built a strong process around presenting and selling prepaid maintenance plans in the service drive.

But what if a customer is not at the dealership?

Until working with DataClover, Nick Alexander BMW had no way to sell customers service products online. Fixed Ops Director Ronald Gripp made the decision to put in place DataClover's Service e-Commerce platform. They tested the waters by offering only one product online - BMW Ultimate Care Oil Plans.

The first month live on Service e-Commerce resulted in 34 PPM plans sold online. The platform has been so effective that Gripp has added Service e-Commerce at their sister MINI dealership.

**"My favorite part is I can sell any customer in our database. They don't have to be at the dealership for us to sell service. The setup was easy. In-store fulfillment has been smooth. This is a no-brainer."**

Ronald Gripp  
Fixed Ops Director Nick Alexander Imports

