

DMS: The Missing Piece for Your RV Dealership



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Let's Break It Down: What Is a Dealer Management System?

What is a dealership management system (DMS)?

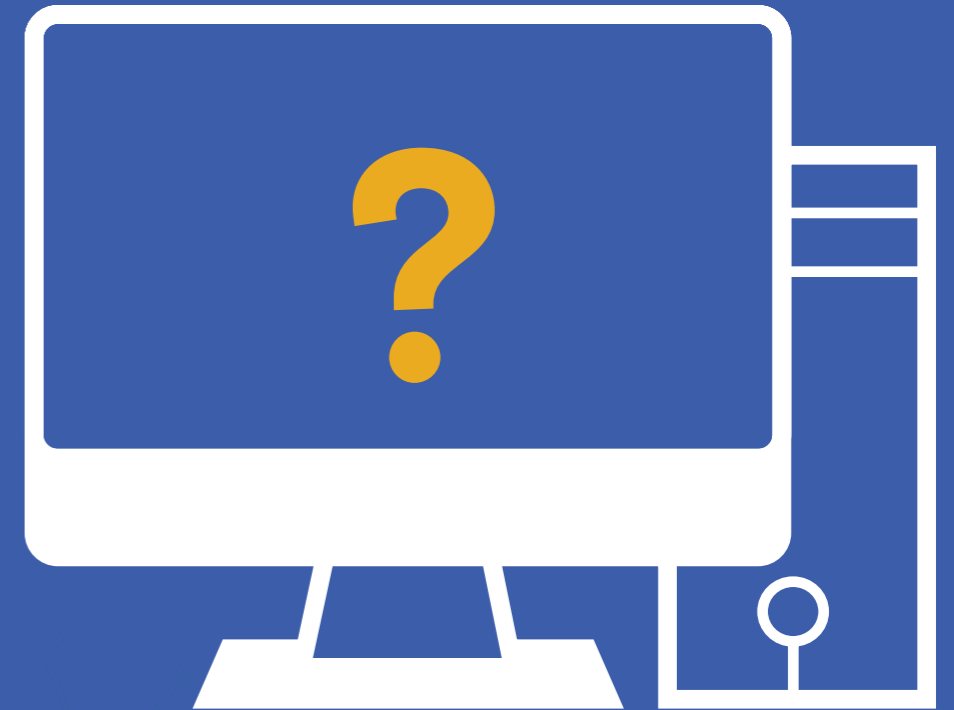
A comprehensive software solution designed to streamline, integrate, and automate dealer operations from end to end.

What does it do?

Maintains a single record of your customers to help you grow, retain, and attract new ones. Eliminates tedious, manual tasks so you can accelerate processes across your dealership.

What does it deliver?

Increased visibility and greater efficiency across your dealership.



“Implementing a DMS isn’t just about adopting new software – it’s a strategic decision that can transform dealership operations.”

– Amy Vonder Embse
Product Manager, Motility Software Solutions

Modules for Every Critical Dealership Function



CRM

Remain connected to every area of your business while getting the most out of every lead.



Messaging

Increase communication efficiency with a complete employee messaging system.



Deal Desking

Close deals faster and keep negotiations manageable and focused by removing manual, paper-based processes.



Parts and Service

Get greater visibility into part availability and increase productivity in the service bay.



Unit Inventory

Maintain up-to-date parts inventory, regardless of how many locations you have.



Accounting

Minimize data entry and gain access to real-time information.



Reporting

Gather comprehensive and custom analytics with robust reporting capabilities.



Rentals/Storage

Understand rental and storage availability while streamlining orders.

Why More RV Dealers Are Choosing to Leverage This Technology



Streamlined Operations



Employee Retention



Greater Insight



Seamless Integrations

“Dealerships benefit from using a DMS because it centralizes data, improves operational efficiency, enhances customer service, and provides valuable insights through analytics.”

— Shaun Moore
Professional Services Manager,
Motility Software Solutions

Reason 1: Streamlined Operations

Disconnected processes cause employees to jump through extra hoops to get tasks done. Whether it's switching to and from different platforms or sifting through various customer records, this fragmentation requires extra time and effort from your team.

Though these inconveniences appear minor, the inefficiency accumulates quickly – costing your dealership time, money, and productivity. A comprehensive DMS eliminates the hassle of toggling between multiple platforms and records. With each function integrated into one system, your employees become equipped to finish tasks more efficiently and drive productivity across your business.

Siloed departments are also a breeding ground for inaccurate data and a major problem for organizations. In fact, 80% of organizations say minimizing silos is a top priority.¹ When departments store and manage data independently, the risk of conflicting data is much greater. A DMS will centralize all your data, increase efficiency and accuracy for your business, and minimize the opportunity for manual error.

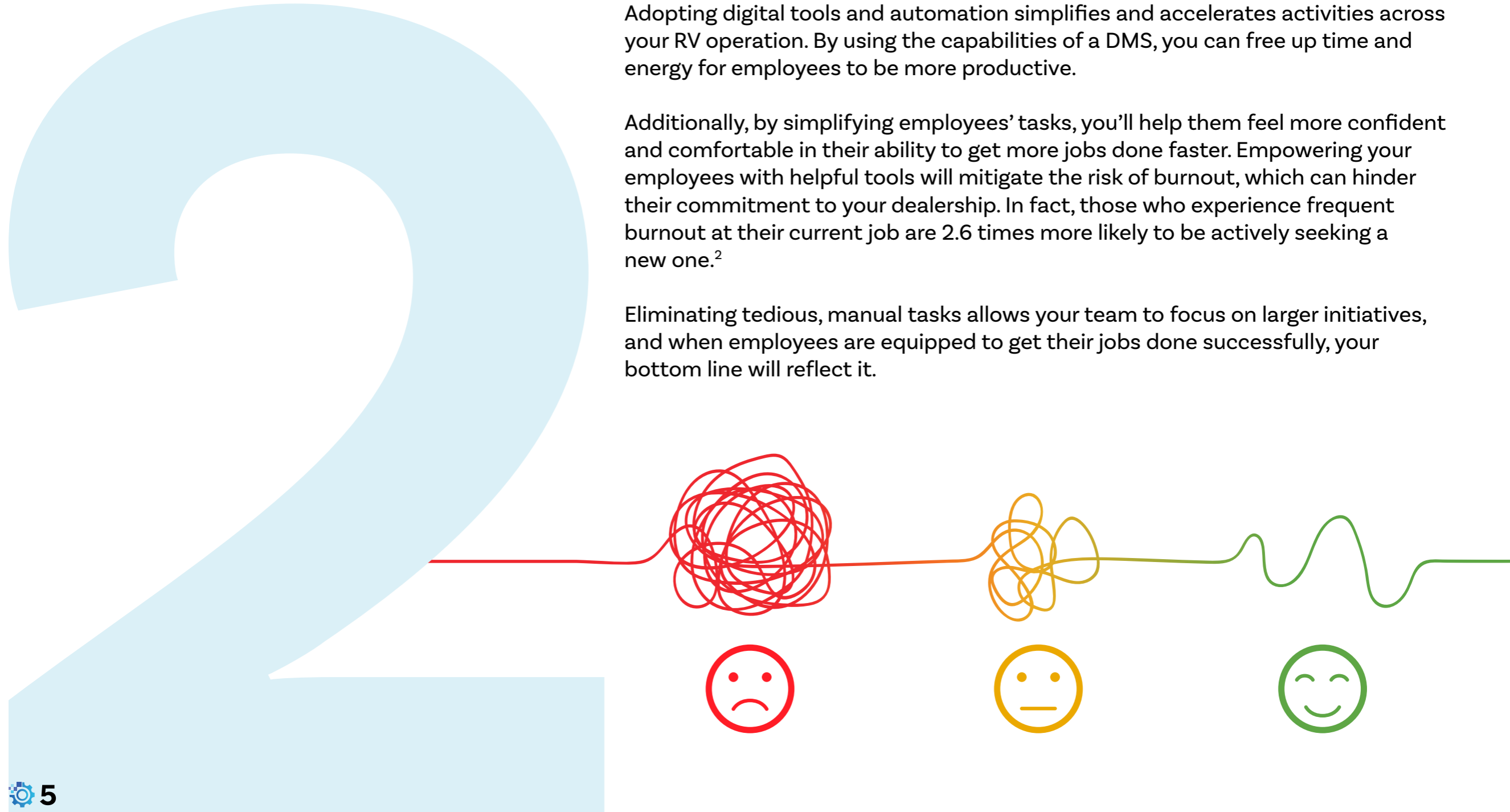


Reason 2: Employee Retention and Productivity

Adopting digital tools and automation simplifies and accelerates activities across your RV operation. By using the capabilities of a DMS, you can free up time and energy for employees to be more productive.

Additionally, by simplifying employees' tasks, you'll help them feel more confident and comfortable in their ability to get more jobs done faster. Empowering your employees with helpful tools will mitigate the risk of burnout, which can hinder their commitment to your dealership. In fact, those who experience frequent burnout at their current job are 2.6 times more likely to be actively seeking a new one.²

Eliminating tedious, manual tasks allows your team to focus on larger initiatives, and when employees are equipped to get their jobs done successfully, your bottom line will reflect it.



Reason 3: Greater Insight

A DMS fosters organized communication and advanced analytical capabilities. With sophisticated reports and dashboards, you can see data in real time. Through live updates, you'll experience greater transparency – revealing important dealership metrics you can track, measure, and improve. By instantly seeing your performance, you can encourage better decision-making and accountability across your business.



Reason 4: Seamless Integrations

Many dealers choose to use a DMS that fully integrates with a variety of industry partners. This provides an enhanced experience for employees and customers. For example, integrated partners may include vendors who can help streamline the RV lending process or provide warranty and insurance options for your customers. These integrations mean fewer steps and greater efficiency for your staff.



The DMS and the Customer Experience

To build loyalty to your dealership, it's important to enhance the customer experience as much as possible. Here's how a DMS can help:



Improved Communication

66% of customers expect a response from a business within minutes.³ Automated messages promptly inform and update customers.



Personalized Experiences

62% of consumers prefer personalization instead of general interactions.⁴ With a built-in CRM, you can easily keep track of customer information and provide tailored messaging and follow-up cadences.



Reduced Wait Time

86% of consumers note the speed at which their issues are resolved.⁵ Using a centralized platform, your team can access information and respond to customer inquiries or concerns in a flash.



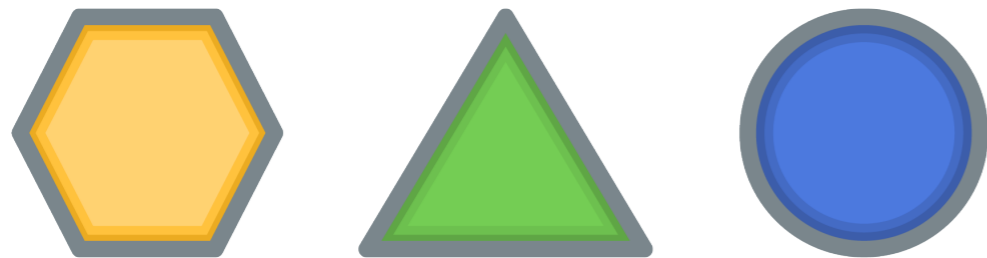
Smooth Processes

73% of customers will try out a competitor after negative experiences with a business.⁶ Fewer errors and streamlined processes speed up transactions and create a seamless, positive experience for your customers.

Choosing the Right DMS for Your Dealership

Before deciding which DMS will work best for your dealership, determine your priorities. For example, if the most important elements are greater insight into employee performance and tracking important dealership metrics, you'll prefer a platform with exceptional reporting and analytics capabilities.

Additionally, when considering which DMS to adopt, remember you're also choosing a provider. Look for one who recognizes the importance of an ongoing, collaborative partnership with your dealership. They should continue to show up post-purchase, offering ample support and training whenever needed.



“Choosing the right DMS partner who understands the unique needs of RV dealerships and offers robust support and training is crucial for long-term success and growth.”

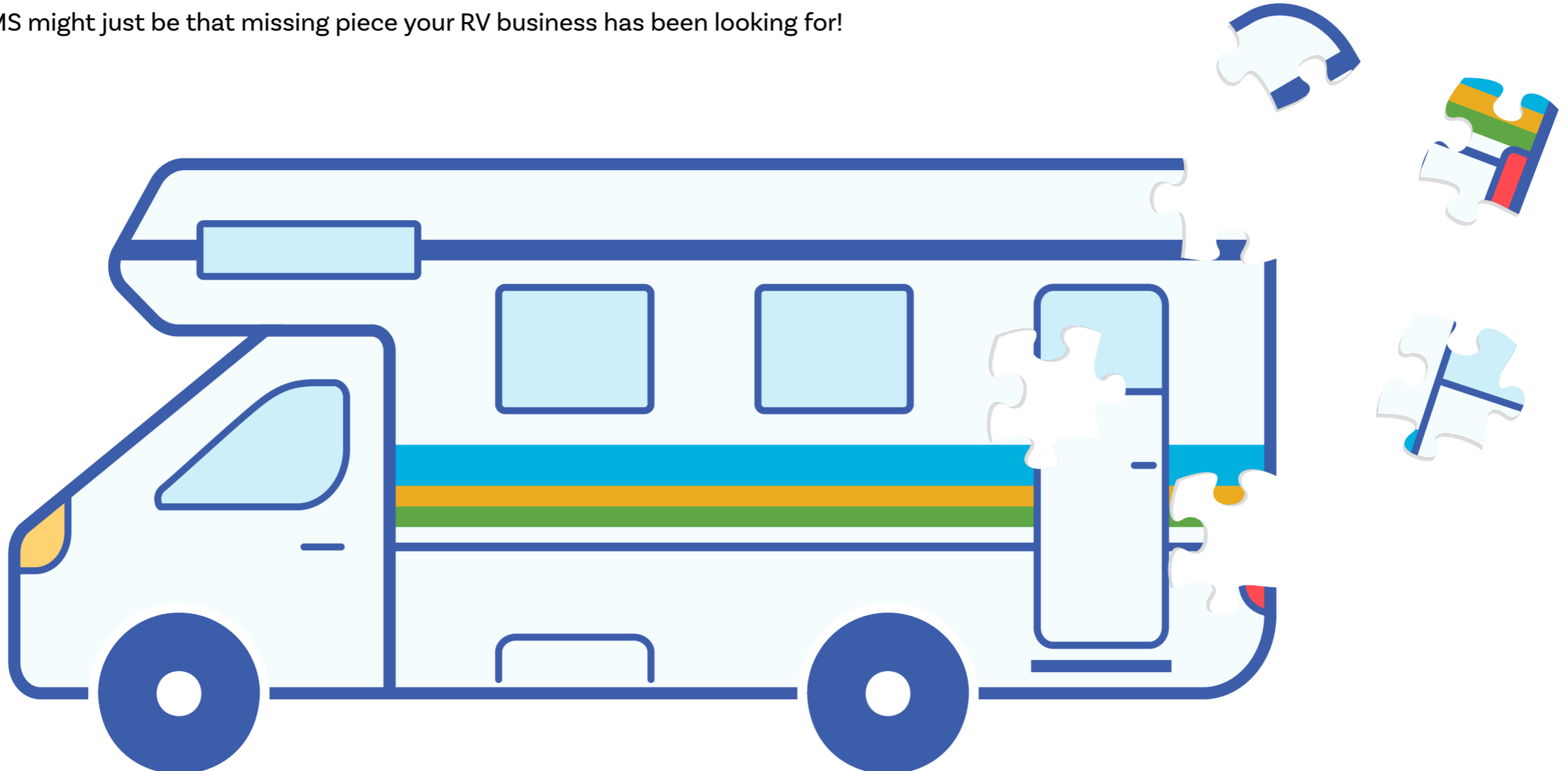
— Chris Dominis
Enterprise Project Manager,
Motility Software Solutions

Why RV Dealers Choose Motility

Motility Software's DMS was built based on feedback from RV dealers like you. Through innovative technology and a deep-rooted, customer-first legacy, we're dedicated to increasing operational excellence for our customers.

Contact us today to learn how a partnership with Motility will help you tackle challenges, empower business growth, and connect you with industry providers like AppOne and AGWS.⁷

Our DMS might just be that missing piece your RV business has been looking for!



Sources

- ¹ Airtable
- ² Gallup
- ³ HubSpot
- ^{4,6} Zendesk
- ⁵ AWS
- ⁷ Motility Software Solutions



For More Information

Email info@motilitysoftware.com or give us a call at [407.358.2000](tel:407.358.2000) to talk to one of our experts.

motilitysoftware.com

