



Park Place Lexus

The Principle of Being Customer Centric

Stephen James
Controller, Park Place Lexus





Who We Are

- A luxury, multi-line, and full-service automotive dealership group



- State of the art and luxurious facilities
- Highly trained, engaged members
- Fully functional IT department
- Dedicated Human Resources department



- Baldrige Award recipient for 2005



Park Place Lexus keys to Your Clients

- 1. Know**
- 2. Listen**
- 3. Respond**
- 4. Adapt**
- 5. Measure**



Customer and Market Segmentation

New Car Sales

- Median Age: 46-52
- Income: \$111,300 to \$273,900
- Gender: 61-78% Male
- Marital Status: 78-88% Married
- Education: 67-78% College Graduates
- Occupations: Professional, Technology, Senior Management, Retiree, Self Employed, President, CEO, Homemaker





Customer and Market Segmentation

Pre-Owned Car Sales

- Median Age: 45
- Income: \$100,000
- Gender: 57% Male
- Marital Status: 75% Married
- Education: 69% College Educated



Client Need Determination

- CRM
- BDC
- Website Feedback
- Lexus Research
- Follow Up Calls
- Client Surveys

- Member Contact
- Focus Groups
- Fireside Chat
- Complaints
- Suggestion Boxes
- Bulletin Boards

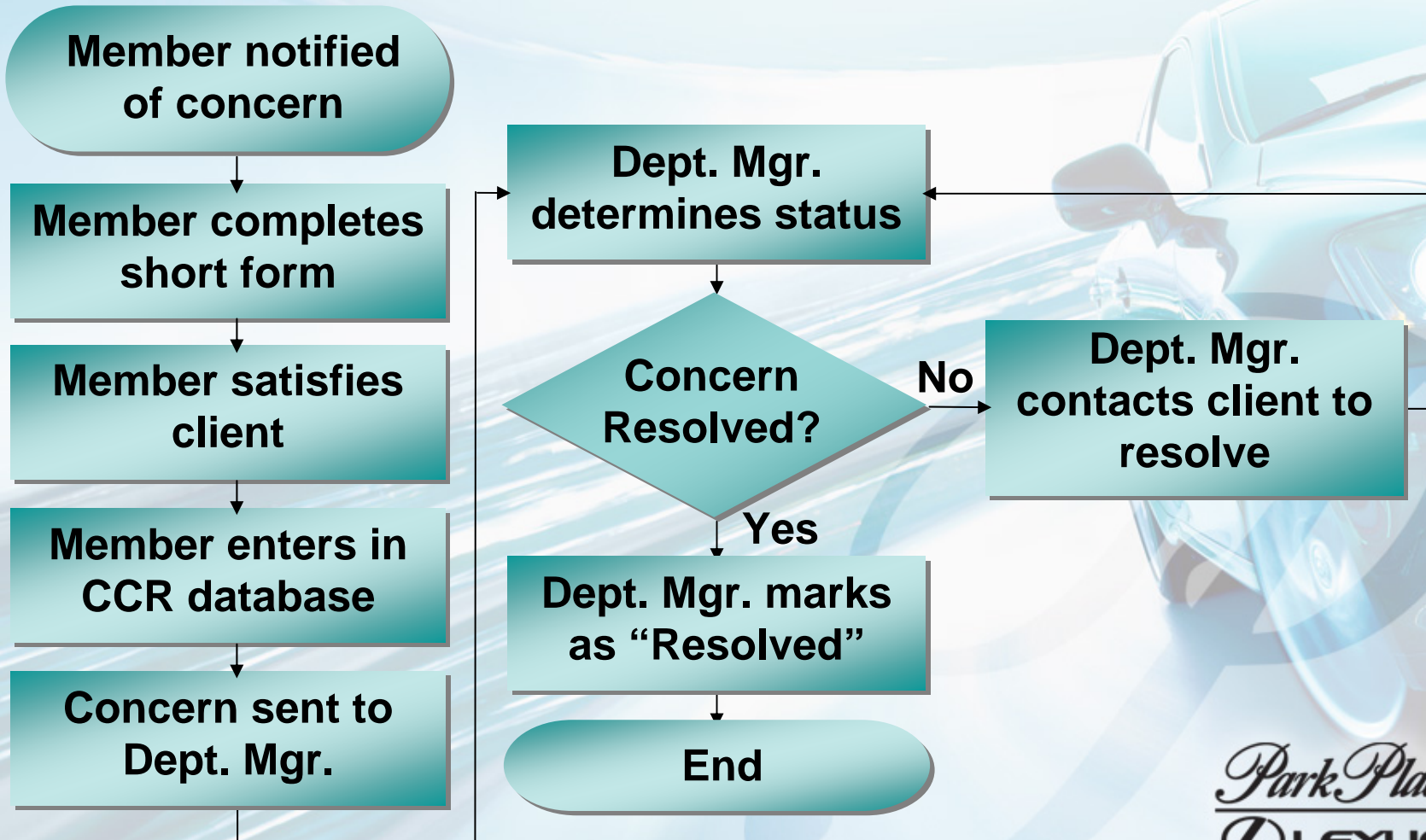
Listening and Learning

Review Efficiency and Improve

Provide Feedback Access Points



Client Concern Resolution





Client Concern Results

Category	2001	2002	2003	2004	2005
Unable to meet Req	266	373	374	431	98
Poor quality of work	169	202	154	169	86
Defective Part	25	363	118	269	83
Communication	173	267	195	193	52
Lot Damage	41	144	83	109	41
Dissat with product	213	147	90	116	26
Estimate inaccurate	28	43	16	36	13
Lost/Misplaced Items	0	0	0	45	11
Promises not met	68	130	77	21	3
Member discourteous	8	28	14	11	1



Improvements to Client Relationships

Contact Us - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.parkplacetexas.com/Page.asp?Page=ContactUs&DealershipID=6


Home My Netscape Search

Netscape Enter Search Terms Search Highlight Pop-Ups Blocked: 149 Form Fill Clear Browser History News Email Weather

Park Place LEXUS

Bentley Acura Mercedes-Benz Porsche Volvo Lexus

Home Sales Quick Quote Service Parts & Accessories @ParkPlace ParkPlaceTexas



CONTACT US

Park Place > Park Place Lexus Grapevine > Contact Us

Park Place is committed to delivering exceptional service, from the minute you enter our Showroom or Web site, throughout the life of your vehicle and beyond. Toward this end, we value any feed back or comments you may have.

1 Who would you like to contact?


For a list of the managers at Park Place Lexus Grapevine, visit our [Map Room](#).

<input checked="" type="radio"/> New Car Sales Department	<input type="radio"/> Pre-Owned Sales Department
<input type="radio"/> Service Department	<input type="radio"/> Parts Department
<input type="radio"/> General Manager	<input type="radio"/> Web Development Department

2 Tell us about yourself

First Name _____ Last Name _____

http://server.iad.liveperson.net/hc/69295408/?cmd=file&file=visitorWantsT...lineURL=http://www.sitelive.net/sorry.htm&site=69295408&byhref=18AEPARAMS



Park Place Lexus
Grapevine 114 East
Grapevine, Texas 76051
888.350.9719

Dealer Chat
On-Line

Sales Hours
Monday - Friday
8:30am - 8:00pm
Saturday
9:00am - 6:00pm

Parts & Service Hours



Improvements to Client Relationships

The screenshot displays a Netscape browser window with the URL `http://www.parkplacetexas.com/Page.asp?Page=ContactUs&D`. The main content area shows the Park Place Lexus website with a navigation menu (Home, Sales, Quick Quote, Service, Parts & Accessories) and a large photograph of the dealership building at night. Below the photo is a "CONTACT US" section with a breadcrumb trail: `Park Place > Park Place Lexus Grapevine > Contact Us`. The text states: "Park Place is committed to delivering exceptional service, from the minute you enter our Showroom or Web site, throughout the life of your vehicle and beyond. Toward this end, we value any feed back or comments you may have."

Section 1: "Who would you like to contact?" includes a link to a "Map Room" and a list of departments with radio buttons:

- New Car Sales Department
- Pre-Owned Sales Department
- Service Department
- Parts Department
- General Manager
- Web Development Department

Section 2: "Tell us about yourself" has input fields for "First Name" and "Last Name".

Overlaid on the right is a "Chat Window - Netscape" titled "WELCOME TO OUR LIVE CHAT SERVICE!". It contains the text: "A Live Person With Our Dealership is Now Ready To Connect With You." and "For SERVICE or PARTS Questions, Please Call Our Dealership Over The Phone. Thanks." Below this is a text input field containing "Jackie Beede" and a "Send" button. A small inset image of a woman is visible in the top right of the chat window.

At the bottom right of the browser window, there is a "Dealer Chat On-Line" button with a mouse cursor pointing to it, and "Sales Hours" listed as: Monday - Friday 8:30am - 8:00pm, Saturday 9:00am - 6:00pm.



Improvements to Client Relationships

Contact Us - Netscape

File Edit View Go Bookmarks Tools Window Help


http://www.parkplacetexas.com/Page.asp?Page=ContactUs&D

Home My Netscape Search

Netscape Enter Search Terms Search Highlight Pop-Ups

Park Place LEXUS

Home Sales Quick Quote Service Parts & Accessories @Pa



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<input type="radio"/> General Manager	<input type="radio"/> Web Development Department

2 Tell us about yourself


First Name Last Name

Transferring data from server.iad.liveperson.net...

Chat Window - Netscape

Roger: Hello there. How may we help you today?
Jackie Beede: Hi Roger - I need to get an appointment to get my oil changed and my 60K check up. Can you help me set that up?
Roger: Certainly, which model and year is your vehicle?
Jackie Beede: 2002 RX330. It probably needs a wash too. My kids have had quite a hayday. You know?
Roger: Absolutely!
Roger: What day and time is most convenient for you to make the appointment?
Jackie Beede: Next week is best for me. Can I come in on Monday? I live in Allen and will be in town anyway. What time do I have to have it there?
Rouer: Our service dept opens at 7am. what time would

Close



WELCOME TO OUR DEALERSHIP

Powered by SiteLive™

powered by Liveperson

Send



Measure and Compare Client Satisfaction

- Benchmark outside our industry
- Internal surveys and focus groups
- Lexus-supplied data and industry comparisons
- Internal Improvements and communication:

DRIVE Process Improvement Process

Meetings (50/50, Circle of Excellence, Safety)

Intranet



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