



# How Ron Bouchard Auto Stores is driving a **connected and consistent experience across rooftops**



Source: <https://www.ramtrucks.com/ram-3500.html>

## Products

Online, In-Store digital retail, AI-powered financing

## Market

Lancaster, MA

## The Problem

Ron Bouchard Kia, Acura, Honda, Nissan and Chrysler Dodge Ram recognized the need to provide a more connected and seamless car-buying process for customers and employees alike.

Their existing digital retailing tool on their dealer website was costly and did not capture all the customer information needed to create an efficient buying experience. For their showroom experience, they also wanted to enhance their aftermarket selling and desking capabilities to improve the pencil presentation of payments along with service products, including maintenance and warranty plans.

Additionally, due to the impact of COVID-19, there were fewer salespeople available to handle customers, so they needed to reduce the number of touchpoints between sales staff and desking managers.

Finally, with high interest rates, the dealer group needed a solution that could provide more affordable financing options to customers.

## The Solution

To address these challenges, Ron Bouchard Auto Stores explored Upstart Auto Retail's online and in-store solutions based off of a recommendation from a neighboring dealership that had success with the platform.

The dealership began a pilot program in their Kia showroom to assess adoption success. Chad Bouchard, General Manager of Ron Bouchard Honda and Kia, emphasized that Upstart's online and in-store solutions did not change their process – just made it more efficient. Once the sales team at the Kia dealership was trained and operating successfully within a week after implementation, the group rolled out Upstart to their Honda, Nissan, Acura and Chrysler Dodge Ram stores as well.



We're speeding up the financing process and creating a better process for our sales managers and customers.

**Chad Bouchard**

General Manager at Ron Bouchard Honda and Kia

## The Results

In order to measure and drive success, the dealer group focused on a set of key performance indicators (KPIs) and has seen strong results, including customer feedback on tablet usage, sales adoption and reduced processing times.

### More closed deals and greater sales team productivity

By streamlining the entire process, every salesperson now sells 4-5 more cars per month thanks to a more efficient buying process, sometimes handling customers simultaneously. “Previously, salespeople relied on the traditional four square method with pen and paper, but the tablet has given us the capability to cater to all of our customer base, from white to blue collar clientele,” said Bouchard. “Everyone is doing a great job with the digital retail tool and desking – and getting that buy-in that is key.” By building trust through transparency with their car buyers by using the tablet, Ron Bouchard is able to easily present accessories, service contracts and other ancillary products through Upstart. This has enabled them to hold gross.



**4-5 more cars sold per salesperson per month with Upstart**

Bouchard also emphasized that Upstart’s online, in-store and AI-powered financing solution is less expensive and more extensive than their previous solution, while providing a more elevated customer experience. Plus, the Upstart platform gave Ron Bouchard the tools to maintain compliance with

the FTC’s updated Safeguards Rule by reducing paper usage and potential security risks.

### Improved customer satisfaction

Bouchard also shared that Upstart’s full platform saved customers and employees 30-40 minutes per deal, creating a more transparent and efficient buying process for all involved.



**Up to 40 minutes saved per deal through Upstart’s full platform**

The sales team now has the autonomy to desk deals with less back-and-forth with the tower. “This business is all about peer referrals, and customers really enjoy the ability to build their own deal through the iPad with less back-and-forth,” Bouchard said. “Now, Upstart is our process, and it’s very seamless.”

### Faster, more affordable financing

The dealer group has also implemented Upstart’s AI-Powered Financing, which enables them to streamline the funding process and secure more affordable financing options for their customers, especially in a higher rate environment. “We’re speeding up the financing process and creating a better process for our sales managers and customers,” Bouchard said.



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