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I had used Kenect at a previous dealership and knew we had to implement it here. 90% of our customers prefer to text us!

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Lauren Blazer  
North Knox Chrysler Dodge Jeep Ram





**KENECT**<sup>®</sup>

### WHO IS NORTH KNOX CHRYSLER DODGE JEEP RAM?

North Knox CDJR is your one stop dealer for all of your car, truck, SUV, or crossover needs. Whether you're searching for a new Jeep Cherokee or a RAM 1500 truck to haul things around town, you can find something to fit your needs there. They have the largest inventory in East Tennessee!

Business:  
NORTH KNOX  
CDJR

Location:  
KNOXVILLE  
TN

Type:  
CAR DEALERSHIP

Solutions:  
[Business Texting](#)

#### CHALLENGE

- North Knox CDJR had challenges:
- Customers were too busy to answer phone calls and emails
  - If employees were out of office it was hard to communicate with customers and give service updates
  - It took hours each day to call each customer or email them for an update

#### SOLUTION

- How Kenect Solved these Issues:
- With Kenect texting customers answered right away which moved along the process much quicker
  - With Kenect, texts can be seen by all employees so other employees are able to give updates for those out of office
  - With Kenect, texting is much quicker and was preferred by 90% of customers

#### RESULTS



Kenect saves our employees hours a day - they can be in the shop, walking the showroom, or filing paperwork, and still text the customer with updates. It's so convenient!



**Lauren Blazer**



**Customers find texting easier to use than phone calls or email**



**Able to send picture and video updates to customers so they are updated every step of the way**



**90% of customers prefer to text rather than receiving a phone call**



**All messages can be answered by various employees - so customers get a quicker response**

WANT A DEMO?  
TEXT US.  
888-972-7422



[www.kenect.com](http://www.kenect.com)