CASE STUDY

Car Dealership Improves Service, Sales, Safety ...

and Saves a Truckload (on security)

Recently the management team at Cable Dahmer was presented with an opportunity to create a win/win/win scenario for customers, employees and owners. Kenton Brother's implemented a video oversight system to cover all of their key areas of interest. With it, they were able to:

Prevent false accusations of staff members in terms of damage to vehicles, theft or incomplete repairs

- Megapixel cameras examine both sides of customer vehicles that are brought in for service and can observe any existing vehicle damage prior to service staff handling.
- Observation cameras in the technical areas provide a video log of the service team, in order to provide customers with verification of the service performed.

Quickly investigate damage claims on vehicles by car carriers, by ...

- Video observation of the vehicle unloading areas and the traffic flow of deliveries allows for hard evidence of potential carrier neglect.

Improve the visibility to the waiting areas and sales team

- Managers have individually configured desktops with camera views into their particular area of responsibility, allowing sales managers to measure customer wait times and coach and counsel the team.

Reduce the expense of a manned guard service

- By providing increased monitoring, the system is able to increase the productivity of the manned guard service. The dealership realized a significant cost savings while simultaneously improving coverage and accountability.

"Our reputation for service, quality, and responsiveness has taken decades to build. Kenton Brothers was able to help us implement the system that met all of our goals and equips our team with tools to more effectively and efficiently help our customers ... as well as improve our security."

Robert Merritt, Director of Information Technology

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Systems for Security