

“We will be including QuotePro Kiosks, Mobile Apps and Managed Marketing Services at any new dealerships!”

**Steve Watkins, President
Watkins Auto Sales**

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Watkins Auto Sales Goes Tech-Forward with AutoQuoter Kiosks, Mobile Apps and Managed Marketing Services

Watkins Auto Sales is a large BHPH dealership in Jackson, Mississippi, which opened in 2003. With a desire to be “Tech-Forward,” Watkins has implemented the full complement of AutoQuoter Solutions from QuotePro, starting with a Cashiering Kiosk to take payments, then adding the Showroom Kiosk, Mobile App and Managed Marketing Services. Steve Watkins, the co-owner and President of Watkins Auto Sales, and a Director of the Board for the MIADA, explains what drove his dealership to adopt solutions from QuotePro.

Step 1: Install a Cashiering Kiosk

“We wanted to grow our dealership significantly and knew we couldn’t do that without the right technology. The Cashiering Kiosk was our first upgrade, and I saw that as a “no-brainer. It makes taking payments, even cash, so easy and much more secure. No one in the dealership has to touch money, the armored car service does a

At a Glance



- Large BHPH auto dealership in Mississippi
- Implemented secure QuotePro Kiosks to accept cash, check, card payments
- Added QuotePro Showroom Kiosks, Mobile Apps and Managed Marketing Services
- Reduced time to close a deal by up to 75%
- Eliminated payment errors and reduced cash shrinkage and security concerns
- Increased online loan applications

pick-up twice a week, and the kiosk is as secure as an ATM. The nice surprise was that customers make more frequent payments, for example, on their paydays. They prefer the anonymity of paying via a kiosk vs waiting in line for a clerk. It has reduced our delinquent payments quite a bit!"

Step 2: Add a Showroom Kiosk

The Showroom Kiosk was added next and served as a catalyst to redesign the showroom. Positioned at the entrance, it helps create a great first impression for visitors to the dealership. "We use the Showroom Kiosk in several ways," explains Steve. "If the sales team is busy serving other customers, visitors can browse every vehicle on the lot at the kiosk and see all the relevant details – mileage, price, finance terms at a glance. They can start the buying process at the kiosk and get a QR code to finish entering all the personal details on their smartphone. It also lets them schedule a test drive on a vehicle of their choice and start that paperwork. It's cool!"

Step 3: Integrate with a Custom Mobile App

The Mobile App can be used as a standalone solution or in

combination with the Showroom Kiosk. For Watkins, it offers these features:

- Send out payment reminders and make it easy for customers to pay by card online
- Showcase new vehicles for sale right on someone's personal device
- Send specialized trade-in offers based on the owner's current vehicle age and status
- Move between the kiosk and mobile app via a QR Code, as described above

Step 4: Market, market, market!

Finally, the Managed Marketing Services are helping drive leads and increase the dealership's presence on social media. "When you are the owner of a busy dealership, it is tough to find the time, and the right staff, to keep up to date with posting on Facebook, Instagram etc. The Marketing Specialist at QuotePro had worked with many dealerships just like ours and could suggest the best content, advise on posting frequency, promoting posts, etc. Best of all, I know they are tracking our results and adjusting our strategy accordingly. Those were all things it was hard to find the time to get done regularly at our busy dealership."

What's Next for Watkins?

With the pandemic in their rear-view mirror and the need for cars and trucks higher than ever, Watkins hopes to expand. "We are in a good market in the Jackson, Mississippi area and see the potential to add locations. If we do, you can be sure we will be including QuotePro Kiosks and Mobile Apps and Managed Marketing Services at any new dealerships!" enthuses Steve.



Learn More

If your dealership is ready for a tech upgrade, visit getautoquoter.com to learn more. We will be pleased to schedule a personalized demo of all of our solutions.

Contact Us

For a demo, call 800-630-8045, email sales@quotepro.com or visit getautoquoter.com