

Case Study



“
*Top-notch
Customer Success
Team. Always
helpful and really
go the extra mile
when we have
questions. We come
up with some
pretty crazy stuff
and not once has
anyone told us we
were crazy or it
couldn't be done.*
”

Conyers Nissan
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Executive Summary:

As a supplier of Nissan autoparts, the ability to grow sales in a secluded region and small number of staff was a challenge Conyers Nissan was going to overcome. With their traditional auto dealership store, there were only so many sales that could happen. Through working with a partner company, Conyers Nissan saw the potential that existed in multi-channel online sales. They were right, within a few months of automating online sales process they saw an increase in sales of 50% and the limited resources that ran the department were no longer strained.

Who is Conyers Nissan?

Ranked as one of the top 30 dealers in the region, Conyers Nissan is part of the Nissan America group of companies selling top brand name auto products. Their focus on ultimate customer satisfaction comes from working with their customers pre-purchase to post-purchase to ensure the best pricing and satisfaction. Whether in store or online, Conyers Nissan makes finding the right auto parts at the right price as seamless as possible.

Challenges:

As a Nissan dealer secluded within the automarket, they knew that ecommerce was an additional channel to be explored in order to expand the sales of Nissan autoparts.

With the need to obtain volume, but with 1/8th of the staff of a normal Parts Department, they had to focus on maximizing the best use of time based on the staff to productivity ratio. Conflicting multiple priorities can eat away at time but yet companies need to grow sales in order to be successful. Conyers Nissan could see the potential that existed with expansion to online. The problem they had was they were with a company that was partnered with Nissan North America and it was a complete “cookie cutter” type of operation (where the playing field was leveled for everyone) with no clear focus on what the customer base wanted. Conyers Nissan knew they had to do something different to get the buyer’s attention online which could translate to the volume needed given the minimal resources at hand. They knew they could grow to be the biggest Nissan autoparts and had to be open to ways to make this happen.

With Kyzou:

They happened to come across Kyzou while on a site visit with a high volume ecommerce dealer. This dealer had been using Kyzou for inventory management and order processing in eBay motors. Automation had given them the ability to grow.

It was clear that if they wanted to get to “world domination”, with tight resources, they needed to invest in a tool that would help automate the online sales processes.

Conyers Nissan decided to invest in a solution that automates their online selling processes so that they could expand their online sales channel while working with what resources they had. Through award winning customer support with Kyzou that consisted of onboarding and training, implementing the program from scratch was a lot of hard work, but a breeze. The payoff has been phenomenal.

By completely revamping their existing ecommerce process to include more visuals, detailed descriptions and provide customer support, Conyers Nissan increased in their first month alone by 20%. In the second month, business had tripled, the third month doubled and since then it’s been at least 20% increases every month.



The unexpected success:

Conyers Nissan knew this was going to be big, just not this big this fast! The new direction they took back in September 2015 felt 110% right. They got time back that allowed staff to work on all the other things that need to be done to run a successful department all while ensuring their need to provide the customer with a great sales experiences was handled with Kyzou’s features.

What’s next:

“We’re not the biggest yet, but we’re well on our way to complete world domination”

Conyers Nissan plans to continue to create solid listings and offer the quickest handling time around. They know that a detailed listing makes a huge impact to customers finding them online and translating that into sales. Combine that with exceeding customer’s expectations on turn around and sales will continue to grow.