Case Study: Hudson Automotive Group

Driving Growth and Customer Satisfaction with Automated Data Solutions

About Hudson Automotive Group

Hudson Automotive Group, a family-owned dealer group with 50+ locations across seven states, is known for its commitment to operational excellence and top-tier customer service. Hudson Automotive represents a diverse range of car brands, including Honda, Hyundai, Volvo, Acura, Nissan, Chevy, and Jeep.

The Challenge

By early 2022, as Hudson Automotive continued its expansion, the company faced mounting challenges regarding data management and automation. This was especially the case with CSI data, where Hudson, like many automotive dealer groups, are stuck with manual, siloed processes to compile sales and CSAT metrics. This challenge would limit their ability to act on such data.

Despite exploring various tools and implementing multiple attempts to automate processes, the team consistently hit roadblocks. However, Hudson needed insights quickly, and addressing these challenges to sustain their year-over-year growth prompted Hudson's leadership to take action. Their search for a partner who could deliver the tools and expertise they needed led them to Oxlo.

The Solution: Oxlo

Oxlo streamlined CSI data gathering and analysis across all locations, automating the process and enabling near real-time insights. Key improvements included:

- **Time Savings**: 3+ days of manual data collection reduced to a few hours of automated collection.

- **Deeper Insights**: Access to employee-level performance data enabled coaching and accountability.

- **Seamless Integration**: Oxlo's team handled changes in website structure and ensured consistent data flow.

- **Performance Uplift**: Underperforming stores now exceed industry CSI benchmarks thanks to actionable insights.

- **Enhancing Customer Satisfaction**: The detailed and reliable CSI data has had a direct impact on dealership performance, particularly for locations that traditionally lagged in customer satisfaction.
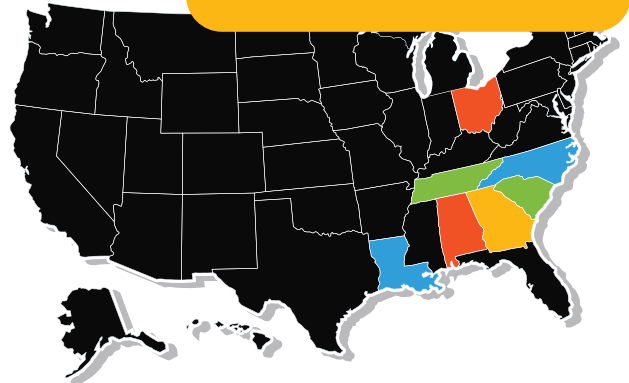
Customer of Three Years

CSI Data Capture Reduced From Days to Hours

Weekly, Monthly, and Quarterly Data Pulls

50+ Dealerships 20+ Brands

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Onboarding Efficiency

Hudson's onboarding with Oxlo was fast and simple, completed in under a month with minimal meetings. Oxlo's ability to quickly onboard new brands has outpaced anything Hudson could achieve on their own, giving them an operational edge.

Accurately Measure Deeper Performance Metrics

Oxlo provides the ability to drill down into individual performance metrics, making it possible to evaluate how specific employees, such as sales consultants or service technicians, are influencing customer satisfaction. This opens opportunities for one-on-one coaching to improve performance and address customer concerns effectively.

Impact and Future Plans

Partnering with Oxlo has empowered Hudson to focus more on training, communication, and performance improvement across dealerships. With continued expansion on the horizon, Hudson plans to scale with Oxlo as a key partner for capturing and acting on CSI data.

Why Hudson Recommends Oxlo

Hudson Automotive Group wholeheartedly recommends Oxlo, praising both the reliability of their product and the consistent communication from their team. Oxlo has shown time and again that they are willing to adapt and meet Hudson's evolving needs, no matter how complex the challenge.

This adaptability was recently demonstrated when Hyundai completely changed the way CSI scores were collected. Oxlo swiftly adjusted to the new requirements, ensuring there was no disruption in the data process.

For Hudson, this responsiveness and commitment to delivering solutions make Oxlo an indispensable partner. There's no question in their mind about the value Oxlo brings to their operations.

Smarter Insights, Stronger Performance