



# CASE STUDY



## Mtn. View Ford Lincoln improves close rate and sales process using Foureyes insights

A graphic of a document with a blue header and a white body, tilted slightly to the right.

**MTN. VIEW**  
The Ford Lincoln logo, featuring the Ford oval and the word "LINCOLN" below it.  
**Industry**  
Automotive  
**Location**  
Chattanooga, TN  
**Solutions**  
Foureyes® Safety Net, Omni-tracking, Sales Enablement, Prospect Engagement

### Overview

Mtn. View Ford Lincoln is a part of a family-owned group of dealerships that serve Southeastern Tennessee and Northwestern Georgia. Known for their friendly staff and customer service, this dealership brings warm, southern hospitality to all their customers.

### Challenge

Don Erwin, Digital Director at Mt. View Ford Lincoln, wanted to help his growing sales team by better monitoring and prioritizing leads in their pipeline. He knew their sales process could be more efficient and wanted to get better visibility into what leads were doing on their website, when leads were returning to the website and how quickly these leads were receiving follow up. This insight would help the sales team scale their process by pinpointing hot leads faster.

### Solution

Mtn. View Ford Lincoln launched with the four Foureyes product modules in August of 2019. After a quick setup, Don instantly got his team trained on the platform and now holds them accountable for following up with leads that appear in daily coffee reports, which provide insight into the online behavior of leads that recently visited the dealership's website.

Using the coffee report and real-time alerts from Foureyes Sales Enablement, the Mtn. View Ford Lincoln sales team knows when prospects are back on the website, enabling them to have better follow-up timing. They can also see the specific VDPs each prospect views and have more customer-centric conversations leveraging that information. With Foureyes Prospect Engagement, their leads receive personalized updates about vehicles that match their interests, which improves engagement, attracts more leads to their website, and helps grow sales.

Don also has more visibility into process issues through Foureyes Safety Net, such as when leads go unlogged in the CRM or salespeople miss timely follow-up opportunities. Being detail-oriented, Don

navigates through Foureyes insights thoroughly and consistently provides feedback to make Foureyes better for all customers. He likes to dig into data such as popular vehicles of interest and price ranges to better understand his dealership's customers and find new ways to improve the sales experience for everyone.

## Results

Over five months with Foureyes (Sept. 2019 - Jan. 2020), Mtn. View Ford Lincoln saw the following results:

### Sales improvement:

 **20%**

increase in overall close rate for internet leads

 **114%**

increase in close rate for internet leads via chat

 **127%**

increase in close rate for internet leads via phone

### Email engagement, on average:

**27%** email open rate

**30%** email click-to-open rate

### Process improvements, on average:

**16** leads recovered monthly by Foureyes technology

**3** leads flagged monthly with untimely follow-up

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It's great to see patterns; it's one thing I look for in this industry. We see two things getting customers back on our website. One of them is the emails you are sending. Two sales so far this month on new vehicles are from customers that you resurrected or that resurrected themselves off those Foureyes emails.

We've never had this much fun and seen this much benefit out of any other digital product we've tried over the past decade. Keep expanding and improving!”

**Don Erwin | Digital Director**  
Mtn. View Auto Group

**Interested in  
working with us?**



Foureyes sales intelligence software helps businesses track, protect, engage, and sell better. Contact us to learn more today.

**GET STARTED** 



[sales@foureyes.io](mailto:sales@foureyes.io)

971-352-3494

[www.foureyes.io](http://www.foureyes.io)