

Success Story:

Larry H. Miller Dealerships

Larry H. Miller Dealerships is driven by the customer experience. They are much more than a car dealership group and care deeply about making an impact in their community. Founded in 1979 and operating across seven states in the west, Larry H. Miller Dealerships sell, service and maintain vehicles. With the recent acquisition of Larry H. Miller Dealerships by the Asbury Group (ABG), the increased customer service falls right in line with Asbury's "North Star" of "providing an exceptional customer experience."



Challenge

Larry H. Miller Dealerships has grown their highly successful business by following a simple philosophy first stated by the founder Larry Miller himself, "Take care of the customer." This phrase, "take care of the customer" has become the very backbone of their automotive business. So, when their previous phone system couldn't keep up with the volume of incoming customer calls, while also providing a stellar customer experience, the team looked for a new and flexible solution that would best fit their unique needs and philosophy. Their former system was one-size-fits-all, not flexible for changing needs and growth, and required expertise and significant training to manage. Something had to give.



Solution

When the team first demoed GoTo Connect, they quickly discovered ideal features for a growing business. Admins at each dealership location can create call queues with the drag and drop Dial Plan Editor. With this feature, incoming calls are easily assigned to a group and wait times and other announcements were shared with callers. Daniel Matthey, IT lead and Co-Manager of GoTo Connect at Larry H. Miller Dealerships, has warmly welcomed this change from their former phone system.

"An exceptional customer experience was something we lacked with our old phone system. GoTo Connect's call queues feature has allowed us to give customers a greatly improved experience. Even when our service department is extremely busy requiring our customers to be on hold, we're now able to customize the on hold music, play an advertisement, announce expected wait times and give customers the option of leaving a voicemail or being transferred to the front desk. Now, we're seeing customers wait to get their calls answered, because we're giving them something more than just ringing in their ear," explained Matthey.

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Daniel Matthey

IT Lead and Co-Manager of GoTo Connect, Larry H. Miller Dealerships



GoTo Connect is a fully customizable solution with dozens of advanced features, integrations, and available add-ons, enabling admins to set up their phone system to function for their specific business needs. It’s this expansive nature that truly allows admins to have complete control over how their teams work and connect. GoTo is also a trusted partner, dedicated to a seamless setup and implementation. Michael Dalley, Infrastructure and Operations Manager, explained how this partnership has been invaluable to Larry H. Miller Dealerships. “What we heard with other providers was, ‘That’s how our system works,’ and we would reply with, ‘Well that doesn’t work for us.’ With GoTo Connect, they’ll work with us on our requests. That’s been really helpful to us as we continue to grow,” said Dalley.

GoTo Connect’s user-friendly interface is also admin friendly. Admins can make straight-forward modifications with little advanced training, saving valuable time and effort. “Our previous solution had a very steep learning curve, requiring a lot of experience and training to adequately manage, and it wasn’t user friendly. With GoTo Connect, it’s amazingly powerful yet so simple at the same time. Anyone can be trained within a couple of hours to handle most day-to-day tasks,” said Matthey.



Results

GoTo Connect’s efficient system for processing incoming calls has enabled Larry H. Miller Dealerships to support more customers than ever before. With an observed increase in revenue and customers who are no longer frustrated with an archaic phone system, it has positively impacted their business. The intuitive and user-friendly platform has also saved Matthey and team valuable time in managing the system. For example, setting up a call queue in GoTo Connect takes about 2 minutes of an admin’s time, vs. 20 minutes using their old provider, a 90% decrease.

Ultimately, GoTo Connect has helped Larry H. Miller Dealerships do what they do best — deliver outstanding customer service — but now from anywhere. “[Despite the pandemic], we had a great year last year, and so much of that is attributed to GoTo Connect because we couldn’t be face-to-face,” explained Dalley. Matthey added, “GoTo Connect made setting up users to work remotely so easy. It enabled us to allow users to work from home and keep our lights on. It’s really amazing.”

GoTo Connect provides a fully customizable phone solution that can flex with you as you grow. Visit GoTo.com/connect or call us at 1 (800) 514-1317 to learn more.

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