

Address Database Case Study

About Zimmerman Cars

Zimmerman Cars, Inc. is an automobile dealership located in Rock Island, Illinois.

For over 52 years, Zimmerman has specialized in selling Pontiac, Cadillac, Oldsmobile and Hondas.

Zimmerman is known for providing a great selection of automobiles at reasonable prices. Each sale is followed with unparalleled customer service.



Business Need

Sales personnel for Zimmerman Cars believe that it is important to know details about each prospect and client so that they can better serve their clients. With thousands of prospects and clients, keeping track of each individual prospect and client was a daunting task.

For example, Zimmerman feels it is important to greet their clients by name and to know a little about them, like their spouse's name and things that are important to them. It is also important to know what types of automobiles each client prefers, so that as new automobiles become available, it is easy to place those automobiles with clients, based on their individual preferences.

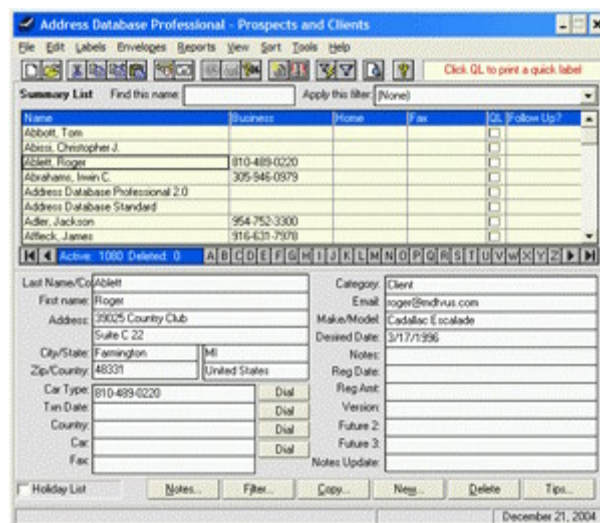
Having this detailed knowledge about each prospect and client provides a much better experience for the client, as it illustrates that Zimmerman Cars cares about its clients.

Solution – Address Database Professional

In early 2000, Tom Desalvo, Sales Manager of Zimmerman Cars, evaluated several software packages that were designed for tracking contacts.

Tom chose Address Database Professional because of its quick setup and ease of use.

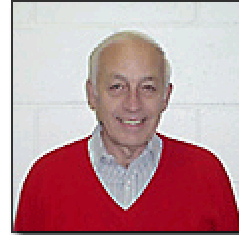
Tom created separate databases for prospects and clients. The prospect database allows Tom to track the type of automobile the prospect is looking for, trade-in information, payoff values, desired payments,





and when the prospect is expecting to purchase their next automobile. As cars arrived at the dealership, it allows Tom to quickly search the list for prospects that have been asking for a specific automobile in a specific color. Tom used the Filtering feature in Address Database to perform this action.

“Before we purchased Address Database, I would search through reams of paper and post-it notes for prospects that needed a specific type of automobile”, says Desalvo. “Now, it takes 2 seconds to run a filter showing me all prospects that need a specific type of automobile. It has been a real time saver.”, adds Desalvo.



Tom also uses Address Database to track existing clients. From here, Tom can store detailed information about the client, like spouse’s name, children’s names, likes and dislikes, preferred make/models of cars, and favorite colors. This allows Tom to provide excellent customer service to clients as they come back for repeat business. By entering the client’s last name in the FIND section of Address Database, Tom brings back all the pertinent information about the client, providing a great experience for each client as Tom quickly retrieves details about the client’s last purchase, and their likes and dislikes.

“Clients are amazed that I can personalize their visit by referring to them and their spouse by name. As new automobiles arrive in inventory, it also allows me to quickly find existing clients that may be ready to move into a new automobile. Address Database has really allowed me to provide a great experience for my clients.”, remarks Desalvo.

Tom also uses Address Database for third party mailings, and to send holiday cards. Tom can print mailing labels directly from Address Database or can export the data for printing companies that send out brochures and other collateral.

More Information

For more information about Zimmerman Cars, please visit them at <http://www.ZimmermanCars.com>. For more information about Address Database Professional or Pragmatic Software Company, please visit them at <http://www.AddressDatabasePro.com> or <http://www.pragmaticsw.com>.