



ACURA

Scanlon Acura
15581 South Tamiami Trail
Fort Myers, Florida 33908



**UNIVERSAL COMPUTER
SYSTEMS, INC.**

Universal Computer Systems (UCS) offers a comprehensive solution for the computing and business needs of automobile dealerships. UCS has recently merged with Reynolds and Reynolds.

D-Link Benefits at Scanlon Acura

- Fast and Easy Access to Information at Vehicle
- Affordable, Dependable Solution Improves Efficiencies, Reduces Errors
- Instant Estimates at Time of Write-Up
- Boosts Efficiency by 15 Percent
- Supports Safety Initiatives
- Local D-Link Support
- Local Authorized Value Added Reseller

"Together, D-Link and UCS exceeded our expectations and delivered a system that has enhanced our customer relations and productivity."

-Jim Weems, Scanlon Acura

"Wireless access to important customer service data is just a click away for our service consultants."

-Jim Weems, Scanlon Acura

D-Link Offers Scanlon Acura Handheld Efficiency

Wi-Fi Solution from D-Link Gives Service Advisors Computer Access at Vehicle, Boosts Efficiency by 15%

The Challenge: Access Critical Customer Information on Service Driveway

Scanlon Acura recognized that in today's market, the service consultant is increasingly becoming the key to retaining customers that are the core of the dealership's business. The Fort Myers, Florida dealership holds that the best location for service consultants is at the vehicle with their customers – listening, questioning, investigating, confirming, and selling. At Scanlon Acura, Service and Parts Director Jim Weems needed a portable wireless solution to keep his consultants with their customers alongside their vehicles. With the ability to access vehicle history and warranty information, the service technicians could minimize redundant administrative work and increase revenues by up-selling additional service and safety options.

Solution: UCS-D-Link Handheld Repair Order (HRO)

D-Link Delivers Affordable, Reliable Wireless Portable Solution

To find the right handheld solution, Jim Weems turned to Chris Mejia of Universal Computer Systems, Inc. (UCS), an authorized D-Link reseller based in Houston. Fueled by D-Link's wireless solutions, Scanlon Acura uses the UCS HRO software on a tablet PC.

"With a standard PC setup, the Scanlon Acura service consultant would have to make notes on paper, then go inside to their workstation to access data," said Chris Mejia. "With the UCS-D-Link HRO handheld solution, this obstacle has been eliminated. They now can stand alongside the customer to accomplish these tasks."

"Now, as customers arrive on the service drive, service consultants are ready with portable PCs," said Mejia. "With D-Link Wi-Fi, the consultants can access complete customer, vehicle, and service history information in a matter of seconds and have a repair order started before the customer gets out of the car."

"With the UCS-D-Link HRO, Scanlon Acura's service technicians are armed with a powerful tool which gives them direct access to vital information that allows them to offer additional services, including warranty services, recall notices, maintenance services, extended warranties, and the ability to notify customers of safety issues," Mejia said.

To serve the Acura dealership's needs, UCS installed a D-Link wireless solution consisting of D-Link's AirPremier Wireless Access Point onto a Fujitsu Tablet PC.

D-Link Serves to Boost Efficiency and Productivity

While D-Link's exceptional speed and efficiency were important, its improvements in productivity cinched the deal.

Using D-Link units, service consultants at Scanlon Acura take their workstations with them to the vehicle where they can identify vehicle problems and service needs. Diagnostic questions lead service consultants through a series of troubleshooting steps, suggesting fixes, and maintenance operations based on the vehicle's mileage and history.

"The consultant's work is more productive and accurate because they enter repair orders into the computer system without delays and without leaving the customer's side," said Weems.

"Another plus is that service consultants using the D-Link solution have critical information at their fingertips, so they can give customers accurate estimates as the repair order is written up," He stated. "Customers can approve work immediately, before they leave the dealership, and we can begin repairs right away."



Service order entry is much more efficient at ScanlonAcura using the UCS Handheld Repair Order system (HRO) with D-Link wireless networking.



DWL-2200AP

D-Link AirPremier 2.4Ghz
(802.11g) 108Mbps* Wireless
Access Point with PoE

Product Features:

- Easily create or expand a wireless network
- Integrated Power over Ethernet (PoE)
- Works as point-to-point bridge, point-to-multi-point bridge, or repeater
- Increased security with 802.1X and WPA

"To help the dealership meet its goal of implementing an affordable and reliable wireless handheld customer service solution, we immediately recommended the HRO powered by D-Link wireless solution."

-Chris Mejia, Universal Computer Systems, Inc.



Service consultants have access to all the information they need in the driveway, at the customer's vehicle.

D-Link Increases Profits, Customer Satisfaction

"D-Link gives us a completely different and improved way of conducting business at the dealership's service department," said Weems. "We spend more quality time with our customers in the service drive and make their experience with us more pleasant and professional."

"By implementing the HRO system fueled by D-Link, we have been able to maximize profits," Weems stated. "We have access to critical information about the vehicle at our fingertips, which creates an opportunity to sell additional service and warranty products."

"Using a handheld PC gives us the most up-to-date notifications on recalls," Weems said. "We instantly can advise our customers if there are any safety issues that need to be addressed. This provides an added level of security."

We've been using the HRO powered by D-link for about three years now, and it did not take long for everyone to get up to speed. We've found it to be highly intuitive and reliable."

Result 1: D-Link WiFi Offers Portable Solution

"Having the HRO powered by D-Link gives us more face-time with our customers. We're able to access critical information on the service driveway and write up repair orders at the customers' vehicles," said Weems.

"D-Link's WiFi has given us a huge advantage over our competitors. At many other dealerships, the service technicians have to perform these tasks at their desks, where our people are right there at the vehicle at time of the write-up."

Result 2: D-Link Helps Scanlon Acura Increase Efficiency

"The UCS-D-Link HRO solution communicates directly with our mainframe computer system, so the service advisor will immediately know if parts are needed, if the parts are in stock and an estimated time of repair completion," Said Weems. "It also works with warranty updates and helps ensure warranties and recalls are facilitated in a timely manner."

"And since the system is immediately updated with repair order information, technicians can begin working on the vehicle right away," he said, "This increases overall productivity and profits, while delivering a high level of customer service."

"Having wireless capabilities has proven to be a big plus for us, with our efficiency increasing about 15 percent since the D-Link WiFi system was installed."

Result 3: D-Link Boost Customer Satisfaction and Profits

"The background information we can access using HRO gives us an opportunity to sell additional products and services to the customer on the spot," Weems stated. "There is no question this aspect has added to both our customer satisfaction and profit margin."

* Maximum wireless signal rate derived from IEEE Standard 802.11g specifications. Actual data throughput will vary. Network conditions and environmental factors, including volume of network traffic, building materials and construction, and network overhead, lower actual data throughput rate. Environmental factors will adversely affect wireless signal range.