



Subaru Improves
Efficiency of Information
Access and Customer
Transaction Processing
with DataView

Industry

Automotive

Challenge

Inefficient access to customer information

Solution

DataView Document Management System

Results

Fast look-up of customer statements, repair information, etc.

Improved customer service

Reduced costs for paper, ink, and storage space

Company

Subaru of Wakefield, Greater Boston's largest Subaru dealer, offers the largest selection of new and used Subaru cars, as well as auto parts, service and repair, and financing in multiple Massachusetts locations. The company's headquarters boasts 20 servicing bays for shorter wait time for customers along with free wireless Internet, customer lounge, kids play area, free Starbucks coffee plus hot chocolate and popcorn and complimentary free car wash. A fully staffed Service Department is open six days a week with extended service hours. The company's team of expertly trained and certified Subaru technicians specializes in fixing and maintaining Subaru vehicles using the latest diagnostic equipment and genuine Subaru parts.



“Our service representatives can quickly lookup customer statements, acknowledgments, warranty information and other documents related to a particular repair in one place without leaving their desks.”

Sal Barbagallo, General Manager, Subaru of Wakefield

Challenge:

New business management software generating a lot of paper and company was using an antiquated, paper-based, manual system of filing customer records.

Fast Transaction Processing

Quick access to customer data in a single repository improves efficiency

Better Organization

DataView automatically bar codes, indexes and stores documents based on the transaction type

Convenient E-signature Capture

Customer signatures are captured on tablet PCs and immediately indexed and stored



Results:

- Improved efficiency and information access
- Better, faster customer service
- Data and document security

Solution:

The DataView Document Management System makes it easy for Subaru of Wakefield's sales and service representatives to store, search and access customer information. As documents are scanned, the digital image is instantly stored and linked to related documents and data transactions in a central repository, for fast access at any time, from anywhere, on an enterprise-wide basis. DataView helps eliminate missing, incomplete information, improve efficiency in data verification and document security and avoid loopholes that inevitably impact profitability. DataView helps Subaru of Wakefield avoid the unnecessary duplication of documents, reduce errors, and improve customer service.

“Repair Orders, Warranty Invoices and other documents requiring customer signatures are sent to our sales reps’ iPads and immediately uploaded. It’s all so simple and worry-free.”

Sal Barbagallo, General Manager, Subaru of Wakefield

Ready to get started with DataView?

Learn more at caisoft.com