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About

Larry H. Miller opened his first dealership in 1979 in Murray, Utah. Today, they have grown from first location to 64 locations across 7 states, 20 car brands, and over 10 thousand employees, Larry H. Miller (LHM) is the largest car dealership in the state of Utah.

Objective

While all businesses depend on repeat customers, this is especially true in car sales where **loyal**, repeat customers can make a **huge impact** on sales over the course of many years. Without this repeat business, LHM becomes dependent on the more expensive, less efficient model of constantly attracting and acquiring new customers that will likely only result in a single sale. To increase the probability of repeat business, LHM needs to identify when a customer will likely be looking to upgrade, when their vehicle will need service, and the make/ model they will be interested in and can afford.

Solution

Using **Big Squid's** Smart Payment segmenting and Purchase and Repurchase propensity models, LHM sales will be able to predict, at street level, which customers are likely to purchase a car and how they can entice them to act quickly. Predictive analytics suggests who is most likely to buy, the make and model they are likely to purchase, and can even suggest a car from current LHM inventory.

This predictive data is then channeled directly into Larry H. Miller's marketing automation tool via an API connection, giving their marketing team all the data necessary to create highly targeted email campaigns focused on bringing in repeat customers and showing them specific vehicles in which they are interested and can afford.

Outcome

Having access to data of this level will **streamline sales and marketing processes** as both departments will now have the ability to target customers with customized messaging. The API connection to their marketing automation software means a **significant reduction** in time and resources spent attempting to manually go through records and craft messages and provides an unprecedented ability to put automation rules in place based on time since previous purchase, current finances, and past vehicle choice.