



Customizing Communication Harley-Davidson

THE SITUATION

Harley-Davidson Motor Company has 653 full service dealerships, 76 secondary retail locations, and 86 alternative retail outlets in the United States. All retailers are independently owned and operated. With a sincere dedication to customer service, Cox's Northern Tier Harley-Davidson has been recognized by Harley-Davidson Motor Company seven times as a Bar and Shield award recipient, based upon evaluation of customer service and satisfaction, and other operational measures.

Communicating information about upcoming Harley-Davidson events is critical for Cox's Northern Tier Harley-Davidson to get customers, and potential new customers, into the store. That responsibility falls on Rebecca, Cox's Operations Manager and General Merchandise Manager. Rebecca found it difficult to directly reach out to Cox's entire customer pool in an efficient manner. E-mail blasts were being disregarded and traditional media, such as radio and newspaper, were not bringing in the attendance that Cox's desired.

THE SOLUTION

When Rebecca came across One Call Now as the first result in a simple Google search, she decided to give it a try. One Call Now minimized communication efforts and took care of the frustrations Rebecca had with less-than-desirable event attendance. Rebecca simply records a message outlining Harley-Davidson event information that is able to reach over 4000 customers and followers with no additional effort or time.

THE RESULT

Cox's Northern Tier Harley-Davidson customers are thankful for the simplicity of the One Call Now Harley-Davidson event notifications. The One Call Now notification is how the majority of Cox's customers find out about events, and thus attend. "I've used all kinds of media over the past six years and this absolutely works the best" Rebecca says. Rebecca loves that the One Call Now message notification system is so easy to use and doesn't require a large time commitment in order to reach her customer base. She also appreciates the ability to customize the process to fit her needs; different methods of delivery and response are features Cox's is able to use to tailor messages to each event.

For Harley-Davidson and other businesses, One Call Now saves time, is simple to use and increases results.

CONTACT US TO LEARN MORE!

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INDUSTRY

Retail

CLIENT

Cox's Northern Tier Harley-Davidson

PROBLEM

Unsatisfactory attendance levels at events due to an inability to directly and easily notify customers.

PAYBACK

More satisfied retailer and customers; retailer saw increased attendance at events while customers enjoyed simple and direct information notification.

LOCATION

Mansfield, Pennsylvania

REPLACES

E-mail blasts, social network communication, radio, and newspaper ads to promote Harley-Davidson events.

"I would say that we see a 30% increase in attendance from using the call [One Call Now's system]."

REBECCA, OPERATIONS MANAGER
AT COX HARLEY-DAVIDSON

