



# Case Study: Dynatron Software & Ciocca Dealerships

## How a 40+ Rooftop Corporation Revolutionized Fixed Ops Performance Uncovering over \$1.3M in Additional Revenue

### ABOUT CIOCCA DEALERSHIPS

Ciocca Dealerships is a fast-growing family-owned corporation with 43 rooftops located across Pennsylvania and New Jersey. The corporation prioritizes creating career paths in both Fixed Operations and Sales for their employees.

An example of this is Yaz Beganovic, who began his career as an Internal Advisor in 2011 when Ciocca Dealerships had just 7 rooftops. As he grew through various roles within the corporation, he eventually became the Director of Fixed Operations overseeing all 43 rooftops today. In this case study, Beganovic speaks about how Dynatron Software completely changed the way his Fixed Ops performs.

### INITIAL ANALYSIS OF FIXED OPS PERFORMANCE

Prior to a partnership with Dynatron Software, the Fixed Ops Director of Ciocca Dealerships was managing 43 rooftops using manual reporting. Due to the scale of the corporation, it wasn't uncommon to spend an entire morning pulling reports, only to focus on lowest performing stores during meetings with regional directors about their respective rooftops.

While experiencing rapid growth, executive management was not able to keep a pulse on the daily operations of each and every store given the sheer amount of existing areas needing their attention. "Because you're just looking at reporting, you don't have time to physically manage the stores and see the actual processes being performed," says Beganovic. It was clear that a strategic partner was needed to help keep Ciocca Dealerships on their path towards future expansion.

### REVOLUTIONIZING REPORTING AND DAILY OPERATIONS: A STRATEGIC PARTNERSHIP WITH DYNATRON SOFTWARE

Ciocca Dealerships initially heard about Dynatron Software from a 20 Group meeting. The corporation had previously used another vendor specializing in warranty filing with some success. However, after receiving a demo of Dynatron's ROI Suite, they realized our proven process and Coaching would be essential in enabling their regional Fixed Ops Directors to turn the data into actionable results. Dynatron's comprehensive solutions helps not only to save time with daily reporting, but also in the areas of price optimization, pricing compliance, and warranty filing too.

*"It was the quick report to action that really got us interested, because we're very much overachievers. So that reporting on the customer pay side really got us involved. And we knew if we do that right, then the warranty stuff is just going to be naturally easier."*

**Yaz Beganovic**, Fixed Ops Director | Ciocca Dealerships





Dynatron's daily reporting insights provided the boots-on-the-ground view of every service drive that was previously not possible through manual reporting. The previously misleading system of only focusing on under-performing stores was transformed into the ability to also discuss and learn from what was working in high-performing stores. Bagnovic stated, "The data is right there already done for you. Comparing it to the market...all the other stores around you...it really helped us create better business men and women faster".

## UNCOVERING HIDDEN REVENUE OPPORTUNITIES

Ciocca Dealerships had an established history of getting warranty filing increases. However, once the price optimization, compliance, and coaching pieces came together it was quickly understood they had only begun to scratch the surface.

**Over the last 150 days, Ciocca Dealerships have averaged a \$10.38 CP increase across all their stores.**

Notable performances include:

- \$26.18 ELR increase for a Chevy Buick store
- \$19.44 ELR Increase for an Audi store
- \$19.25 ELR Increase for a Volkswagen store
- \$17.59 ELR Increase for a CDJR store

"It just goes to show the strength in reporting. On the customer pay side, holding our effective labor rate up, we've been averaging really, really high return on warranty...but reporting on the warranty side has been really, really well. Better than expected to be honest." - Yaz Beganovic

*In total, Dynatron Software has helped Ciocca Dealerships capture over **\$1.3M** and counting in hidden annualized revenue across all stores in the **first 150 days.***

## THE FUTURE FOR CIOCCA DEALERSHIPS AND DYNATRON SOFTWARE

As for Ciocca Dealerships, they continue to pursue their current goal of 100 rooftops, all while creating huge opportunities for internal growth across Fixed Ops, accounting, sales, body shops, and more. In the meantime, Dynatron Software remains a dedicated partner committed to enabling the continued growth of Ciocca Dealerships! To industry colleagues considering Dynatron, Beganovic says, "Sit down for this demo immediately."

### About Dynatron Software

Dynatron Software makes running your Fixed Operations easier and more profitable. Our PriceSmart solution digests DMS data making it actionable for optimizing price, maximizing ELR, and improving profitability. Typical dealers see a 5x-15x ROI generating an average of \$200K in additional annualized revenue each year.

