

CREATIVE SOLUTIONS

Streamlined Communications with Thousands of Customers

Mercury New Media developed a website and secure extranet that streamlines communication of all Auction sale information. The resulting solution provides for real-time publication of vehicle inventory, email distribution of 8,000 sale reports every week and publication of consigner ads, sale schedules and auction regulations.

Every week MAO mailed 7,000 booklets summarizing the transaction results of the past sale and handled thousands of dealer phone calls and faxes. Auction management desired to reduce costs, digitize dealer communication and more effectively deliver upcoming sale inventory.

Sale reports are available online and emailed to 8,000 dealers within 4 hours of the close of each sale. MAO has completely halted printing sale reports and dealers no longer wait one week for this market-setting data. Sale inventory data is also updated four times every hour.

More than 500 dealers have been registered or re-activated every year as a result of website communications. Staff time required to support dealers has been reduced by 12,000 man-hours per year. The strategic position provided by their website has led to several consigner account wins over other, less digitized auctions.

MANHEIM ORLANDO

The MAO home page presents a summary of sale inventory and major announcements.

Lane schedules are used for sale day planning.

Sale reports are searchable and sortable.

“The great thing about Mercury is that not only do they do the work we ask them to, but they give us feature and strategy ideas we never would have come up with on our own.”

Mike Johnson, Technology Department Manager

manheim-orlando.com

Manheim Orlando (MAO) has been serving the nation's automobile dealers, manufacturers, fleet and lease companies, and financial institutions in their vehicle remarketing needs for over thirty years. With a weekly attendance of roughly 2,500 dealers and an average weekly consignment of approximately 7,000 vehicles, Manheim Orlando is the leading automobile auction in the Southeast. A wholly owned subsidiary of Cox Enterprises, Manheim is a global organization with 32,000 employees at its 139 U.S. and international locations.

Results

- Reduced printing results in cost savings of \$2 million/year
- New accounts increase sales by \$750,000/year
- Enterprise-wide customer adoption rate of 40%