

Guaranty RV Super Center deploys key management system

Supra TRAC-Box and eKEY® help improve security, accountability and customer service

Summary

Organization

Guaranty RV Super Center

Location

Junction City, Ore.

Segment

Recreational Vehicle (RV) Sales

Challenge

- Conveniently access vehicle keys for showing
- Help improve security and employee accountability

Solution

- Deployed smartphone-based TRAC-Box key management solution
- Near real-time audit trails with optional notifications, reports and online monitoring of keybox activity

Results

- Enhanced insights into RV access by employees, demo activity, and sales and marketing campaigns
- Streamlined process for granting, restricting and revoking inventory access 24/7



The Supra TRAC-Box stores keys right at the vehicle, allowing salespeople to stay with their customers throughout the sales process.

Challenge

Since the late 1970s, Guaranty RV Super Centers has grown to become Oregon's biggest dealer of recreational vehicles (RVs). Industry publication, *RV Business*, has named Guaranty one of North America's top 50 dealers for six consecutive years and a top 10 dealership based on customer reviews. The Junction City, Ore.-based dealership offers a wide selection, from entry-level tent campers to the most luxurious diesel-powered RVs. Guaranty typically stocks over 750 RVs.

With top-end RVs selling for more than \$400,000, presentation and security are significant concerns at Guaranty. Leaving RVs unsecured can create problems for dealerships. At the Guaranty lots, issues included vehicle doors being left open, lights being left on and theft.

"With our large footprint of 25 acres and long dark winters, it is difficult to have visibility of activity," said Marty Nill, Guaranty's managing partner. "We'd ask the sales team who left a door open, but we had no way to track who last showed the vehicle."

Solution

The dealership was interested in a keybox solution that enhanced security and convenience while keeping sales staff with customers instead of hunting for keys. Supra consulted with Nill about the challenges and presented its TRAC-Box key management solution. Each TRAC-Box uses Bluetooth® to communicate with Supra's eKEY® mobile app on smartphones carried by Guaranty sales associates. They enter a PIN code into the app to unlock the keybox and acquire the keys from a built-in container.

Each time an authorized user opens a keybox, a record of the activity is stored in both the TRAC-Box and the eKEY app, so managers and users can see the history of openings without having to go back to the office. In addition, the app transmits activity data in near real-time to the TRACcess® Manager software, creating an audit trail that provides greater accountability for the lock-up procedure. Plus, TRACcess Manager provides prompt visibility to the activity of individual sales team members and the frequency of each RV's showings. This information allows managers to have better insight into staffing, sales and marketing campaigns.

"Our managers view these reports as a valuable way to promote accountability when talking to our sales associates about the need for security," Nill said. "We've also been able to reclaim the time we previously spent trying to find out who left the RV unsecured."

The powerful, yet easy-to-use TRACcess Manager software provides control and operational efficiencies for the dealership. User management – granting, restricting, and revoking access – can be done at any time via the software. When salespeople leave the company, managers can remove access permissions in easy, streamlined steps via any internet-connected computer or mobile device within a few minutes.

Nill highlighted other benefits of the Supra TRAC-Box:

- If someone forgets to return the keys after showing a vehicle, other sales associates can track the person down quickly by viewing the TRAC-Box activity history.
- Customers spend less time waiting to see inventory. Keys are stored right at the vehicle, allowing salespeople to stay with their customers throughout the sales process.
- Notifications can be set up to alert management of keybox activity on specific inventory; for example, each time the top 10 most expensive RVs are accessed.
- A large, rugged key container makes it easy to store and remove up to three vehicle keys or fobs.
- The TRAC-Box system's use of Bluetooth technology means there are no delays if the lot's internet connection is interrupted.

Results

The Guaranty RV sales team quickly adjusted to using the new keyboxes. "It's an intuitive process," Nill said. "We've all become accustomed to using smartphone apps throughout the day. And the TRAC-Box solution prompts our people to take greater ownership of securing the inventory. Our vehicles are retail-ready using the Supra TRAC-Box."

Guaranty RV began installing TRAC-Box keyboxes within its motorhome division in November 2019 and added them to the towable/trailer division in 2020. Today, Nill estimates there are about 760 TRAC-Box keyboxes on lots spread over 25 acres. "It was the right time for a change. We've improved security and gained valuable sales and marketing insights, and assigning permissions is simple. We're confident we have authorized access to our vehicles with tracking controls in place," Nill said. "Our vehicles are retail-ready using the Supra TRAC-Box."



The Supra TRAC-Box uses Bluetooth to communicate with Supra's eKEY® mobile app on smartphones carried by Guaranty RV sales associates.



Guaranty RV inventory covers 25 acres.



800-889-8295

www.suprasystems.com/rv

rv.supra@carrier.com

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