

About Jones Junction

Auto dealer Jones Junction has been serving Maryland since 1917, when Mr. Vernon Jones began selling Studebakers in Conowingo, MD. with his father, C.M. Jones. The dealership began to expand with the acquisition of Plymouth, Nissan, and Honda Motorcycles in 1963, and then again with the addition of Chrysler, Toyota, and GMC franchises in 1966.

Since then, Jones Junction has replaced its GMC franchise with Dodge and Jeep, and has added new facilities for Nissan, Subaru, Kia and Hyundai dealerships, currently employing more than 400 people.

Use Case Scenario

As with any dealership, the sales team plays a critical role in the success of Jones Junction. Each salesperson's goals ultimately are the same: sell the vehicles to customers by also selling themselves and the dealership as the people and the place to buy from.

Recognizing the need to keep sales details, customer testimonials and competitors' information at its sales staff's fingertips, Jones Junction in August 2012 switched from bulky, hard-copy sales binders, to thin, lightweight, easy-to-update and -manage iPads that each team member could carry with him or her on the sales floor. Immediately a hit, the iPads enabled sales staff to:

- Offer customers articles on a vehicle, drawn from a variety of online magazines and brochures
- Access the dealership and manufacturer's websites for the latest spec and product details
- Show videos (e.g. commercials) of testimonials or of the car "in action"

While these were critical capabilities, to turn each of the iPads, in the hands of 130 sales team members, into a truly effective, more productive business tool that could improve the overall sales enablement process, Jones Junction needed to find a way to:

- Provide a single source of content, ensuring consistency & repeatability of message
- Update pertinent information in real time on specific devices without having to ask the device's owner to make changes or delete outdated content (e.g., update incorrect pricing or outdated spec details)
- Provide more meaningful engagements with prospects and customers by tailoring the presentations to their unique needs



COMPANY: Jones Junction

VERTICAL: Auto Dealer

HEADQUARTERS: Maryland

EMPLOYEES: More than 400

bigtincan transforms the way that sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices.



- Make sure that each sales rep was working with the right information at every stage of the selling process by pushing targeted, brand-specific information to the salespeople who specialized in each of the dealership's 11 brands and providing easy tab-specific access to each manufacturer's homepage
- Obtain critical insights into what worked and what didn't work (which presentations were helping to sell the most vehicles?), and update SOPs and materials accordingly

The Problem

While the iPads as a general tool increased access to information and cut down on paper, Jones Junction quickly realized the staggering logistical challenges of updating the latest customer and sales details on 130 unique devices with 130 different owners, while also removing outdated or extraneous information.

To address this challenge, they sought a solution that would enable them to access and update content across all devices from one common hub, ensuring that all sales staff had the latest information they needed to do their jobs.

The Solution: The bigtincan hub

Jones Junction selected mobile content enablement company bigtincan and its bigtincan hub to help address its needs. bigtincan puts content in context, delivering the right content to the right user based on role, time, location, association and/or event – with all the automation and tools needed to engage with content in one integrated, intuitive platform. Now, Jones' team can control the content on the sales team's iPads, pushing updated, relevant information to devices directly from bigtincan hub. If called for, the management team can even remotely wipe a device of all company information or set expiration dates for information held on the device (e.g. a special deal or short-term offer).

"From a training point of view, it's absolutely fantastic," said company sales trainer and recruiter, Drew Bauer. "Before bigtincan, I was going through reams of paper and printing PowerPoint presentations for people all the time, which were later thrown away. Now I just download the PowerPoint presentation into the app and I'm done. And recipients can't tell me they didn't get it anymore, because I know you got it. It's the same with memos and announcements."

"I can pinpoint who I want to send something to, new sales people or to all users, it saves me hours of time and hundreds of dollars in paper alone per month."

Each time a user signs on, bigtincan automatically pushes any new or updated information to his or her device, then makes that information accessible online or offline.

"I can pinpoint who I want to send something to, new sales people or to all users," said Bauer. "It saves me hours of time and hundreds of dollars in paper alone per month."

By going paperless and streamlining its processes, Jones Junction is helping its team to increase sales and improve the customer experience.

