



JPS Motors drives car and truck sales with

fast, highly reliable

AT&T Dedicated Internet and voice services

- **Business needs** - With changing consumer preferences in the car and truck market, JPS Motors wanted to appeal to customers in new ways.
- **Networking solution** - Powerful dedicated internet service enables the dealership to expand its sales territory throughout the U.S. and overseas, and business-class voice over IP (VoIP) services support the outstanding customer service that has become the dealership's hallmark.
- **Business value** - Extended reach, better reliability, increased sales
- **Industry focus** - Ford auto dealership
- **Size** - Staff of 25

About JPS Motors

JPS Motors is a Ford dealership that does big business in the small town of Arcadia, Louisiana. It provides a shopping experience to fit customer needs, whether they prefer to pick out their vehicle in person or conduct the entire process online. The dealership is a local and international success story, thanks to the business acumen of owner Jason Bullock and the sales talents of his team. Bullock and his staff are committed to supporting education and are generous benefactors to schools and colleges.

The situation

To extend its market beyond its small hometown, JPS Motors began posting photos of its inventory on the internet. The dealership's internet sales manager knew that videos would go even further to show prospective buyers the latest Ford cars and trucks, but the slow speed and unreliability of the dealership's internet service made it difficult to upload and share videos. JPS Motors needed strong, highly reliable internet service to showcase its inventory and boost car and truck sales. The company also sought to upgrade its telephone service to better support customer service efforts.

Solution

JPS Motors opted for the bundle of AT&T Dedicated Internet and SIP trunking with AT&T IP Flexible Reach to jumpstart its global vehicle sales operation. Thanks to copious bandwidth and high reliability, the dealership has expanded its sales territory across the United States and internationally.

Louisiana dealership builds international clientele

It may seem counterintuitive that a Ford dealership in a small, rural town could create a worldwide clientele. But that's just what JPS Motors in Arcadia, Louisiana, did. They sell lots of Ford cars and trucks to locals, but the dealership also markets its traditional inventory along with limited edition and rare vehicles to customers throughout the United States and as far away as the Middle East.

"Our main thrust is trucks, and we sell a bunch of them," said Chris Rose, JPS Motors' Internet Sales Manager.

"But we have a broad range of customers."

Rose says a smart owner who hires good people and gets out of their way is the secret to the dealership's success. The business has grown about 400% in the last 3 years since it moved from downtown Arcadia to a spot on Interstate 20 midway between Dallas, Texas, and Jackson, Mississippi.

The dealership is owned by JPS Corporation of Monroe, Louisiana, which operates a wide range of businesses, including equipment rental, aviation, sports management, and executive transportation. Jason Bullock, the "J" in JPS, is dealer and principal of JPS Motors. "He's got a lot going on, so he doesn't have time to micromanage," Rose said. "Jason hires the right people, puts them in the right place, and then tells them to go get it."



No pressure, no pain

“Makin’ it easy” is JPS Motors’ philosophy.

“Our goal is to make it easy, whether it’s sales, service, or parts,” Rose said. The dealership does a lot for customers because many live outside Arcadia. “We’ll come pick your vehicle up for service and bring you a loaner, and then bring your truck or car back the same day after it’s had an oil change or tires rotated or whatever.”

The company strives to make the sales process just as easy. “Buying a car can be kind of like going to the dentist,” Rose said. “Nobody wants to go to the dentist, and nobody wants to go buy a car. But we work to stamp that image out every day.”

While Rose and others at the dealership are experienced salespeople, they don’t pressure potential customers. “We don’t try to manipulate people with hokey car dealership things,” Rose said. “There are several of us who have been in the business for a number of years and worked for large dealerships, so we know the tricks of the trade. We have made it our mission here to stamp out that car salesman mentality. We just want to make it as easy as possible.”



“We would not be in business without AT&T internet and phone services.”

Chris Rose
Internet Sales Manager, JPS Motors



The number of repeat customers is a testament to their success. “Time after time we have customers say that this was the easiest sales experience they’ve ever had, which is what we want to hear,” Rose said. “We’re here to sell and make people happy. And we do a good job of it.”

New ways to buy a vehicle

At a time when few dealerships recognized the possibilities of selling cars online, Bullock hired Rose to become his Internet Sales Manager. Rose was an experienced technologist who had worked for one of the world’s largest computer companies. “I was in charge of K-12 education for the state of Louisiana and worked with everybody from the governor to Mrs. Smith’s third-grade classroom,” he said.

While the career was rewarding, he tired of the constant travel it demanded, and took a position as a salesman and IT specialist for a large dealership. He was working there when Bullock called and offered him a job. “I had never heard of him, but I took the job, and it’s the best job I’ve ever had,” Rose said.

Bullock and Rose understand that younger buyers have very different expectations than their parents and grandparents.

“When I buy a car, I like to go and sit in it, feel the leather and smell the new car smell,” he said. “But millennials buy stuff online every day without seeing it, feeling it, or trying it on. There’s a trust factor with the millennials that they don’t have to feel it first.”

This insight has led the dealership to re-design its website, making it easier for younger customers and others who want to research vehicles before making a purchase.

However, Rose was sometimes limited by the dealership’s connectivity. “The challenge with technology is always getting it up fast,” he said. “We post real pictures of each vehicle. Multiple pictures. But our internet was relatively slow.”

Because the dealership also used voice over IP (VoIP) services, any outage meant JPS Motors had no phone or internet service. “It’s critical that we stay

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Chris Rose
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connected—without the internet, we might as well close the door,” Rose said.

New ways to attract customers

Rose met with an AT&T Business representative to discuss the dealership’s needs and selected the AT&T Dedicated Internet Service and SIP trunking with AT&T IP Flexible Reach bundle. AT&T Dedicated Internet service is a highly reliable and versatile service that delivers enhanced speed and connectivity. SIP trunking with AT&T IP Flexible Reach is a converged network solution that provides integrated access for the dealership’s phone system.



The services give JPS all the bandwidth it needs to share photos and videos of its entire inventory. “We get reliability, customer service, and speed,” Rose said. “That’s everything, for me and for any car dealership. That’s what’s important.”

Rose believes the biggest benefits of the AT&T Business services are sales. “Technology and internet services are where our sales come from,” he said. “That’s the right hand of your business. If you don’t have that, you’re missing a tremendous amount of business.”

Not so long ago, prospective buyers used to stroll through dealers’ lots to view the inventory and prices. “In the car business, they call people that walk up onto your lot ‘ups,’” Rose said. “But the ‘up’ bus doesn’t come any more. People don’t just show up. We depend on people being online, so I have to put stuff on the website that draws people to look at it. I make videos of new and used cars and specials because that’s what draws people.”

And not just any video will work, according to Rose: “They have to be good. You can’t have any that stop and start because your website is slow. Our videos have to be crisp and highly reliable, and that’s what I get from AT&T.”

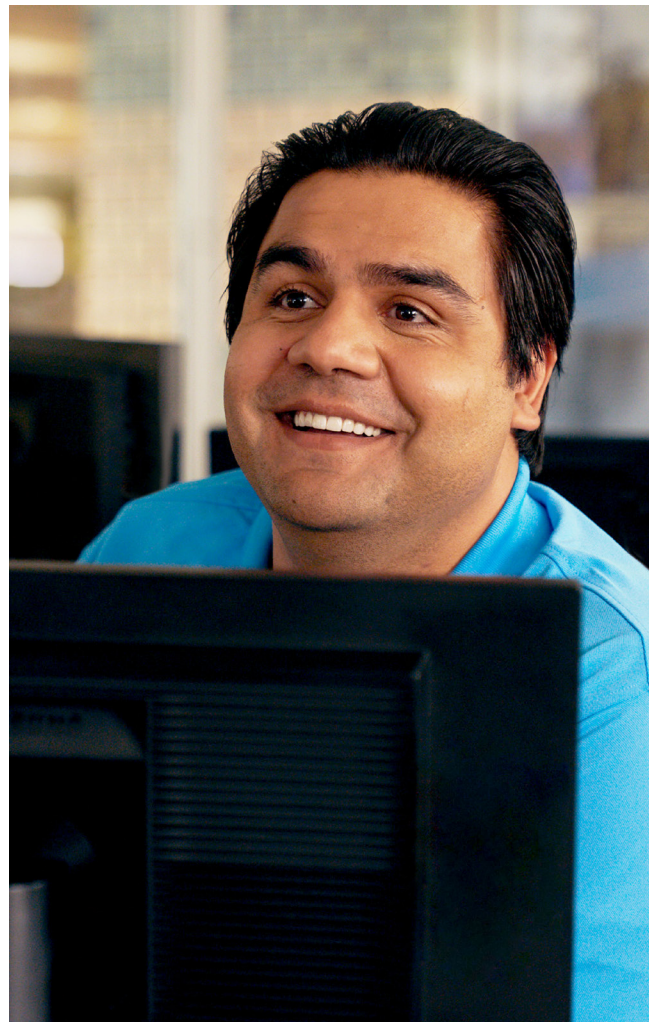
A sales territory with no limits

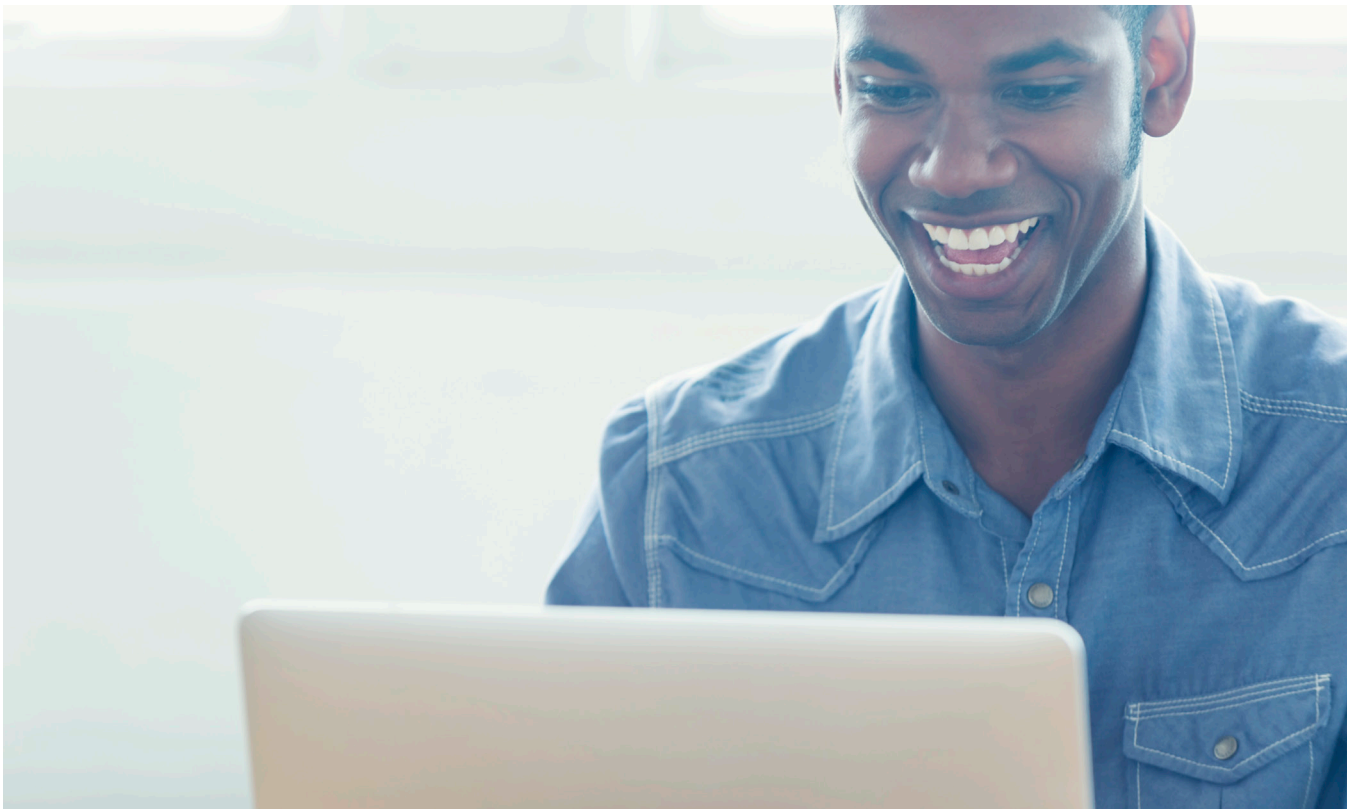
In the past Rose used to wonder on his way to work whether the dealership’s internet would be available that day. If the internet was down, he lost valuable work time. Since the dealership moved to AT&T Dedicated Internet and SIP trunking with AT&T IP Flexible Reach, the problem has disappeared. “I just come in and know that I don’t have to worry about that part of my job,” he said.

The reliability has enabled JPS Motors to significantly expand its sales territory. Under its agreement with Ford, the dealership can sell new Ford trucks and

cars anywhere in the U.S. and previously owned cars anywhere in the world. “I’ve done that,” Rose said. “I’ve sold cars and trucks to Saudi Arabia.”

Speedy connectivity has enabled Rose to expand the dealership’s market base by posting videos of its regular inventory and expensive specialty vehicles. While there’s a degree of local interest in the high-end items, JPS Motors benefits from being able to offer them to a vastly larger audience. “You have to put it out there nationwide,” he said. “Last year we sold two pretty expensive trucks that were out in front of our dealership to a gentleman in Wisconsin. They were limited editions. Each one was \$117,000.”





Business-critical services

Rose said he can always depend on the high availability of his AT&T Business services. “I know I can’t help it if a truck hits a telephone pole and knocks out service or somebody digs up a line,” he said. “But for the most part we have the most reliable system that I have been involved with in my 20 years in the car business.”

Rose added: “If it’s ever down, I want to be able to pick up the phone and talk with somebody on the other end. I don’t need a voicemail. I can’t remember the last time I had an issue or a problem, but if I do, it’s just a matter of picking up the phone and it’s fixed.”

Rose said the dealership has come to depend heavily on the mission-critical services AT&T Business provides. “We would not be in business without AT&T internet and phone services. The clarity of our VoIP is so superior to regular analog service from the old days,” he said. “There’s just no down time, there’s no crackling, there’s no missing, there’s no nothing. It just works. And works well.”

He recommends AT&T services often to colleagues. “Anybody that calls me and says, ‘What service do y’all have, and do you recommend it?’ I tell them, ‘AT&T,’” he said. “It’s what I’ve got here and what I have at home and for my cell phones. I’m just a believer in AT&T. It works.”