

Reduction in Floor Plan Audit Time

As a dealer principal, every second of your time is valuable. Walking your lot and counting your inventory VIN by VIN means less time doing what will grow your business.

With Ikon's dealer-focused app, you save those valuable seconds with a 56% reduction in floor plan audit time. By knowing what is on your lot and where, you and your team can confidently sell – with less time wasted on administrative tasks.

That major reduction in floor plan audit time means an increase in the time you spend making your inventory work for you – and growing your business.

Ikon Connect's dealer-branded app is a marketing retention platform. You aren't putting someone else's label on your app or inventory. You've spent years building your business, so we want you to put your name and your hard-won customer loyalty front and center.

Better yet, use Ikon's patented smart marketing platform to bring your customers back through the door time and time again. That first sale is just the tip of the iceberg. Every sale — new or preowned — is an opportunity to bring customers back for parts and service. Maintain that high CSI score and customer experience by leveraging Ikon's proprietary, dealer-focused technologies.

