



Connecting 14 Locations With a

Centralized Digital Platform

**PAUL
MILLER**



www.mangoapps.com



COMPANY:

Paul Miller Auto Group

HEADQUARTERS:

New Jersey

EMPLOYEES:

501 – 1,000

OVERVIEW:

Paul Miller Auto Group is a prominent, family-owned dealership network based in New Jersey. Founded by racing enthusiast Paul Miller in 1976, the group operates 12+ franchises, including Porsche, Audi, BMW, Land Rover, and Rolls-Royce, known for high-end service, customer integrity, and a strong presence in the Parsippany area.

Connecting 14 Locations With a Centralized Digital Platform

Paul Miller Auto Group had been in business for decades, with 14 dealership locations around New Jersey, when they began to centralize their corporate functions. Prior to this point, each location operated largely independently, which made it difficult for their leadership to systematize and unify many of their processes.

As a part of this centralization process, Hayes Miller, son of the company's founder and namesake, came back on board after many years working elsewhere. Hayes jokes that he grew up at the dealership, and has done every job that you can think of within the organization at some point. In this most recent iteration, he took on the role of Director of Communications, and began working with the new and growing corporate team to figure out how to use digital tools to make the franchise locations more connected and in the loop.

"None of this digital infrastructure existed before, so we had to build it all from scratch," says Hayes. "It's a delicate balance, trying to have a corporate function that applies the same policies to our 14 locations and a clear, concise communications structure that we can use to contact all of our employees. Historically, they were treated as 14 separate individual businesses."

As a service business selling more or less the same product as the competition, a car dealership's primary differentiator and key to success is the people that work there, who are responsible for creating a great customer experience. As such, it is crucial that organizations like Paul Miller do everything they can to ensure that their employees are satisfied, engaged, and equipped for productivity.

With MangoApps, which they've internally branded as 'Podium' due to their ties to BMW Racing, Paul Miller has been able to streamline their operations, making it easier for employees to find information they need, and put a spotlight on their various employee events, initiatives, and recognition programs.

“When you have multiple locations, it's really helpful to have a single place that everybody goes. I'm obviously not going to get to all 14 locations in one day, so the next best thing is having an employee hub that connects everybody. MangoApps enables us to reach every employee, streamline processes across the business, and simplify our tech stack with single sign-on.”

- Hayes Miller, Director of Communications at Paul Miller



Overcoming Operational Challenges

One of the first areas of the business that Paul Miller sought to digitize was inventory tracking. Before ManagoApps, each dealership operated its own inventory tracker, which complicated consolidated reporting and increased workload, as the locations would submit their daily reports to the Corporate Office via email, all in different formats.

“Our Corporate Office would oversee all the inventory coming into and out of each of these individual stores,” says Hayes. “There were no two of the same processes, and all of the inventory tracking information and other details were housed on a computer in each physical location, in a PDF or Excel file. Those individual documents had to be reported to Executive Leadership—you can probably imagine the constant emails going back and forth.”

With MangoApps, the company consolidated this process, allowing data from all locations to be easily accessed and reviewed, which reduced inefficiencies and provided management with real-time insights.

Additionally, the IT team faced significant burdens due to the variety of software applications needed for daily operations. “A sales consultant at our store, for example, has 5-7 software applications that they need to access every day to do their job,” says Hayes. “We offboard and onboard around 200 people every year. You can imagine how chaotic the process would be. When you’ve got seven different passwords, and until IT turns off each account individually, you still have access.”

Today, MangoApps is integrated with single sign-on (SSO), so employees can access multiple applications with one password, improving security and making onboarding and offboarding faster and simpler.

Employee engagement and communication were also greatly enhanced. Before MangoApps, employees in

individual locations didn’t know much of what went on at other locations, and had to rely on emailing the HR team to get answers to any questions about policies or upcoming events. There was no online company directory—instead, they had a printed spreadsheet that had to be replaced anytime someone new came on board, which happens frequently.

“For a company that has to separate itself from its competitors to hire the best talent, it’s a big deal. We’re going to be launching a mobile app soon. Our employees can say, ‘the company I work for has their own white-labeled mobile app. Everything I need to do my job is in it.’”

- Hayes Miller, Director of Communications at Paul Miller



Today, all of these systems are housed within MangoApps. The centralized directory and calendar make it easy for anyone to find the most recent information, and has reduced confusion and the number of questions being fielded by HR. This has cut down on emails by empowering employees with immediate access to the information they need.

“We now publish the payroll calendar on Podium,” said Hayes. “Human Resources used to get a lot of phone calls and emails about payroll. However, once we put the calendar up on Podium—boom, no more emails, no more phone calls. It’s all right there. It’s tough to assess how much time you’re saving from something as simple as publishing the payroll calendar instead of having to sit there and add 30 people to an email every other week. It sounds trivial, but there are a hundred little benefits like that. It’s really saved a lot of time for HR and IT.”

Results & Next Steps

Since deploying MangoApps, Paul Miller Auto Group has seen a marked improvement in operational efficiency. By reducing redundant tasks and consolidating processes, employees can now focus on more strategic work, improving both productivity and job satisfaction. The unified communication

platform has streamlined internal communication, reducing the need for HR interventions and helping to foster a more connected workforce. Looking ahead, Paul Miller Auto Group plans to further expand their use of MangoApps, with an eye on making it the home page on all their company computers and a single place employees can go for just about everything.

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