



Herb Chambers Lincoln of Norwood

Norwood, MA

Jeremy Hayes, General Sales Manager



As one of the largest automotive groups in New England, with almost 60 dealerships, the Herb Chambers name is known throughout the region. As far as everyone working there is concerned, that name is synonymous with high-quality customer service.

We sat down with Jeremy Hayes, general sales manager at the Norwood location, about his experiences at the Herb Chambers automotive group, as well as how VINView makes fulfilling Herb Chamber's vision easy.

As Jeremy puts it, "The Herb Chambers Group is just known for customer service. It's a reputation. The customer's always right. Herb Chambers says, 'We don't sell people cars, we help them buy them,' and that's true. We are very open and honest with our customers and guide them through the process of finding the right vehicle."

Integral to the process of helping a customer find a vehicle is the accurate ETAs that VINView provides to Jeremy and the rest of the team at Herb Chambers Lincoln of Norwood.

Jeremy says it best: "Why wouldn't you buy a car from Herb Chambers? His reputation precedes himself, and he really builds on that. He doesn't want us to sell the car. He wants us to help the customer buy the car. That's just what we do."

"VINView shows you right where you are, which has been great. It looks like the VINView knows where the car is, sometimes better than anyone else! It's been very helpful."

Taking the Guesswork Out of ETAs with VINView

All together, VINView is a game-changer for the work that Jeremy does. Before VINView, "The automotive industry was like the cable guy. We heard from other reps that they'd tell their buyers, 'We'll be there sometime between two and six weeks, but it'll be here sometime between eight to ten weeks.' Who knows?"

Now, Jeremy has seen first-hand the accurate and reliable ETAs VINView provides. And it's not just the ETAs—it's also the precise nature of the information provided by VINView, which "gives the

salespeople and me better communication with our clients. Your car is right now in New York, or your car right now is in Deerfield, Massachusetts. They like to hear that instead of 'it's on a train somewhere.'"

Jeremy also loves just how easy VINView is to use, "You copy the VIN into the VINView search bar, and boom, there's your car. I don't think it can be any easier than that."





VINView Also Helps with Planning

Jeremy also sings the praises of VINView's real-time updates, which allow him and his other team members to properly prep a customer before their new vehicle arrives.

"We've been able to give customers more accurate information about when the car's going to be here, better prepare for the delivery. Knowing that, we can prep the customer, start scheduling the time for them to come in because the majority of our sales over the past year and a half have been cars which we order. So it's been very helpful to help prepare for the delivery and scheduling with the customer."

At a dealership so laser-focused on the customer experience, VINView has proven to be invaluable, with accurate, real-time ETAs, as well as up-to-the-minute, precise vehicle locations.

Other Ways VINView Helps Enhance the Customer Experience

In addition to accurate ETAs and precise locations, VINView has a host of other great features, including:

- **New Active VINs** – For customers anxiously awaiting a specific model of car, VINView will alert users of VINs that have been released by logistics within the last 48 hours.
- **Email Notifications** – For any VIN, users can sign up for notifications so they can stay informed of a vehicle's delivery status from the moment it starts its journey to the dealership.
- **Interactive Maps** – On top of that, pull up a VIN, to see exactly where it is along its route on a virtual map showing landmarks, any local milestones and the vehicle's final destination.



VINView by the Numbers

60,000+ Dealer Staff

11,000+ Dealerships

choose VINView in

50 States and 10 Provinces



VINView is Cloud Software
Developed in Ann Arbor, Michigan



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