

Bumgarner Camping Center:

l i t t l e d e a l e r

BIG

75"

45"

52"

SERVICE

“We are satisfied with being small,” said Angel. “We can better serve our customers on a personal level. They take comfort in the fact that they deal directly with the owners.”

Bumgarner Camping Center in Hudson, NC may not have the largest staff or biggest location, but that doesn't stop them from offering top notch service and building loyal customers.

The dealership's main source of business comes from working closely with local campgrounds. Many of the campers return to the dealership consistently because of the personal touch from the husband and wife owners, Shannon and Angel Bumgarner.

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“Our customers know that they can count on us because they know us,” Angel said. “They have watched our children grow over the years, making it even more personal. Everything that we do doesn’t just reflect on our business, it reflects on our family. Not a lot of businesses have that approach anymore.”

Balancing the Load

Managing Parts, Service, Sales and F&I departments can be a daunting task for a large staff. At Bumgarner they do it with five people. Every employee wears different hats and does what is necessary to make sure the customer is happy. At times this left Angel and her husband working well past normal business hours.

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“Long hours were taking us away from our family,” said Angel. “We were spending our time hand writing records, transferring

information into different computer systems and trying to track customer orders. We decided we did not want to sacrifice our family for profits. Our goal was to sell family fun, but all the work was taking us away from our family and making us unhappy.”

The Bumgarners decided they needed to work smarter if they were going to run their business profitably and keep their customers while balancing their own family needs. They found what they were looking for with ADP Lightspeed.

“ADP Lightspeed’s DMS (Dealer Management System) made a world of difference for us and our customers,” Angel said.

Automating the Personal Touch

The ADP Lightspeed system complements the Bumgarner’s customer support focus by putting the owners in front of the customers more. By performing important tracking tasks in one system paper work and double entry have been virtually eliminated. The Bumgarners and their staff found more time to focus on customers, instead of spending time trying to track down information.

“The system streamlines everything,” said Angel. “We are more efficient at dedicating our resources to help customers. It helps us notify customers when things are ready and quickly check purchase history. Now when customers say ‘You know that thing I bought last year?’ we can say ‘Yep’.”

Profits without the Sacrifice

The ADP Lightspeed system allows the Bumgarners to manage their business profitably without having to sacrifice family time. Tools inside the system also help them deliver on their commitment of providing unsurpassed service. It touches every part of the business by tracking, monitoring and reporting the dealership’s entire operation.

“Everything is in one place,” Angel said. “Now we can look into each department, know what is selling and which department is doing well. It gives you all the information you need.

“I love the ADP Lightspeed DMS,” continued Angel. “We have been very pleased. It is user-friendly and easy to train. I have nothing but positive things to say about my experience with ADP Lightspeed.”

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Hudson, NC
bumgarnercamping.com

