

Your image means everything to us

Spotlight on Noonan Pontiac

In September 2002, Noonan Pontiac in Sterling Heights, Michigan, called upon Freedom Imaging Systems to help the dealership manage thousands of files containing paperwork for customers who had purchased new cars.

According to Jan Alderman, secretary and treasurer at Noonan Pontiac, **the dealership had been struggling with a storage problem due to the legal requirement of maintaining customer files for a minimum of 10 years.**

"We have boxes and boxes of files, and we've simply run out of room," Alderman said. "What we needed to do is find a way to better store all of this information, make it very accessible and categorize it."

Often, Alderman added, customers call the dealership to request paperwork, but are missing information such as the year of purchase or the Vehicle Identification Number (VIN). Therefore, Noonan needed a way to quickly cross-reference each customer with information about his or her vehicle.

RICAR to the rescue.

Using Freedom Imaging Systems' exclusive RICAR system, Noonan is scanning and archiving documents containing customer signatures, such as forms sent to the Secretary of State and odometer statements. Each file is labeled with information including the customer's name and the VIN, year and model for the car that was purchased.

"If somebody calls and says, 'My mother had a Grand Prix and I need to get a copy of the purchase agreement,' we can now find it by doing a simple search," Alderman said. "And since I've got a photo image for every piece of paperwork that is scanned, I can legally reprint it. The signature is legal, just like the signature on a faxed copy is legal."

Alderman said the RICAR document imaging process is helping its employees save time and avoid potentially dangerous trips to its off-site

storage area. **"Now that we're scanning our files, I can do a search on something and pull up the information without going to storage and digging through all the boxes,"** she said.

Just the beginning.

So far, Noonan has used RICAR to scan more than 40,000 batches of information — approximately two years' worth of documents. And, according to Alderman, the dealership's relationship with Freedom Imaging Systems is poised for growth. The next step, she said, will involve service records.

"Once we get all of our new car deals scanned, we're going to have our service records cross-referenced by VIN," she said. **"When we search by the VIN, we'll wind up with all of the purchase information and all the service records. That way, we'll instantly know when the vehicle was brought in, how often the oil was changed and whether or not there was a recall."**

Having instant access to service-related information will also come in handy when Noonan sells its previously leased vehicles, Alderman said. Plus, having purchase and service information in one database will give Noonan the power to manage its data more effectively and run statistical reports — such as the number of vehicles sold during a particular time period.

A wise investment.

Alderman is confident that employing the services of Freedom Imaging Systems will help Noonan enhance its customer relationships, save valuable employee time and reduce costs associated with filing the old-fashioned way.

"There are other programs out there, but Freedom Imaging Systems fit exactly what we were looking for," she said."

To find out what Freedom Imaging Systems can do for your dealership, visit www.freeimage.com or call your Freedom Imaging Systems sales representative at 734-327-5600.

