



# Case Study: Hudson Automotive Group

How Hudson Drives Growth and Customer  
Service Excellence with Oxlo's Data  
Gathering Solutions

# About Hudson Automotive Group

**Hudson Automotive Group**, a family-owned and operated business, has built a reputation for customer service excellence in the automotive industry. Originally established as a single location in Providence, Kentucky, the company has since grown into a multi-state powerhouse. With over 50 dealerships spread across North Carolina, South Carolina, Georgia, Ohio, Kentucky, Alabama, and Tennessee, Hudson Automotive represents a diverse range of car brands, including Honda, Hyundai, Volvo, Acura, Nissan, Chevy, and Jeep. Their commitment to outstanding customer service and achieving operational excellence has been integral to their success.

By early 2022, as Hudson Automotive continued its expansion, the company faced mounting

challenges regarding data management and automation. This was especially the case with CSI data, where Hudson, like many automotive dealer groups, are stuck with manual, siloed processes to compile sales and CSAT metrics. This challenge would limit their ability to act on such data.

Despite exploring various tools and implementing multiple attempts to automate processes, the team consistently hit roadblocks. However, Hudson needed insights quickly, and addressing these challenges to sustain their year-over-year growth prompted Hudson's leadership to take action. Their search for a partner who could deliver the tools and expertise they needed led them to Oxlo.

**50+ Dealerships**  
**20+ Brands**

# Hudson's Data Capture Challenges Before Oxlo

Hudson experienced various challenges with CSI data collection prior to engaging Oxlo's help. Some of their most pressing obstacles included:

## Manual Processes Dragging Down Productivity

Before partnering with Oxlo, Hudson Automotive Group relied on manual processes to capture and analyze Customer Satisfaction Index (CSI) data. This labor-intensive approach required up to three days of concentrated effort and manual work from Hudson's staff just to collect the data. The time spent on these tasks left minimal capacity for addressing other responsibilities, such as accounting duties. Additionally, the team struggled with frequent issues of missing data and inaccurate calculations, resulting in limited insights and inadequate support for their growing business.

## Inability to Accurately Measure Performance Metrics

The manual nature of Hudson's previous system also hindered their ability to glean actionable insights from the data. Without an efficient tool to drill down into individual performance metrics, it was nearly impossible to evaluate how specific employees, such as sales consultants or service technicians, were influencing customer satisfaction. The lack of detailed data restricted opportunities for one-on-one coaching, making it challenging to identify trends. Managers would ultimately be left without the necessary information needed to improve performance or address customer concerns promptly.

## Automation Obstacles

The websites Hudson collects data from frequently change with no advance notice which can be a challenge to export and review data. However, Oxlo adapts quickly to program against the new websites to ensure a seamless data collection.



# Challenges Solved by Oxlo

Oxlo transformed the data gathering and analysis process for Hudson Automotive Group in a multitude of ways:

## Resource Optimization

What previously took days can now be completed in just hours, enabling the team to allocate time to other key business functions. In addition to reducing time and labor, Oxlo's solution allowed Hudson to expand their focus from organization-wide metrics to individual employee performance. With access to detailed scores and trends, managers now have the tools to provide targeted coaching, pinpoint areas for improvement, and foster higher customer retention rates.

## Enhancing Customer Satisfaction

The detailed and reliable CSI data has had a direct impact on dealership performance, particularly for locations that traditionally lagged in customer satisfaction. Many underperforming stores, once scoring below industry benchmarks, are now consistently exceeding expectations. The actionable insights provided by Oxlo allow Hudson's managers to identify problem areas, implement targeted solutions, and align their teams with customer-focused strategies.

## Seamless Data Collection Processes

Oxlo communicated with Hudson about the specific data they need aggregated for each site, along with the frequency. Oxlo on the work to make the necessary adjustments if websites changed, giving Hudson a more complete and viable solution. Moreover, Oxlo's ability to provide heads-up analyses of what data is available, what might be missing, and what changes are happening has been instrumental in maintaining accurate and consistent information flow.



**Smarter Insights,  
Stronger  
Performance**

## Performance Improvement

Integrating Oxlo data with Qlik Business Intelligence has allowed Hudson to gain timely, actionable insights into their performance metrics. Managers can now act on teachable moments, driving immediate improvements. Additionally, compensation plans can be aligned with real-time performance metrics, ensuring stronger accountability and better results across dealerships.

## Sales and Acquisition Lift

With new data insights, Hudson experienced a continuous improvement of underlying sales and services best practices, which resulted in new and repeat customers. Moreover, the data enhancements help to capture new dealerships and OEM partners.



## Onboarding with Oxlo

The onboarding process with Oxlo was an efficient and streamlined experience for Hudson Automotive Group, particularly when integrating new brands into their operations. Typically completed within a month, it involves just two to three meetings where Hudson and Oxlo collaborate to review the data, align objectives, and ensure a clear understanding of the information flow. From there, Oxlo takes charge, helping to connect the dots and organize CSI data into actionable insights.

Oxlo's approach has drastically reduced the lead time between acquiring a new brand of dealership and getting the data operational on their platform. What once was a time-intensive process is now completed with speed and accuracy. Oxlo's ability to quickly onboard new brands has outpaced anything Hudson could achieve on their own, giving them an operational edge.



## Hudson's Biggest Wins with Oxlo

Since partnering with Oxlo, Hudson Automotive Group has experienced wins that have reshaped their operations for the better. By automating the previously manual task of data collection, the team has been able to redirect their focus toward more meaningful activities, such as communication and training with dealership teams. This newfound efficiency has given Hudson the ability to go in-depth, sharing their expertise and years of experience to guide dealership leadership on improving performance and customer satisfaction.

With Oxlo's support, Hudson has been able to identify what factors are affecting individual dealership scores and provide actionable guidance on how to address these challenges. The ability to dig deeper into the data has created more opportunities for teaching moments and customized coaching sessions, fostering growth and encouraging a culture of continuous improvement across their network.

This shift in focus, coupled with readily available insights and reference material, has empowered Hudson Automotive Group to elevate their dealership teams, helping them align with best practices and exceed customer satisfaction benchmarks. By prioritizing communication and professional development, Hudson has turned data-driven insights into real-world success stories throughout their organization.

# How Hudson Plans to Expand Their Use of Oxlo

Hudson Automotive Group has aggressive plans to grow by adding more dealerships in the future. With Oxlo and the CSI data suite, they are prepared to scale seamlessly as their network expands. The groundwork already in place will simplify onboarding for new locations, making the process faster and more efficient.

Hudson anticipates most new additions will focus on expanding within their existing OEMs, where they've already built strong relationships. As their footprint grows, Oxlo's role will remain pivotal in accurate data collection and providing insights that continuously drive performance improvements across their dealerships.



Customer of  
Three Years



CSI Data Capture  
Reduced From Days  
to Hours



Weekly, Monthly, and  
Quarterly Data Pulls

## Does Hudson Automotive Group Recommend Oxlo?

Hudson Automotive Group wholeheartedly recommends Oxlo, praising both the reliability of their product and the consistent communication from their team. Oxlo has shown time and again that they are willing to adapt and meet Hudson's evolving needs, no matter how complex the challenge.

This adaptability was recently demonstrated when Hyundai completely changed the way CSI scores were collected. Oxlo swiftly adjusted to the new requirements, ensuring there was no disruption in the data process.

For Hudson, this responsiveness and commitment to delivering solutions make Oxlo an indispensable partner. There's no question in their mind about the value Oxlo brings to their operations.