



JC Billion Inc

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Ashley Rupp
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Ashley:

We have been Naked Lime Marketing customers since 2006. We've been very happy with the services we receive and we recently extended our contract. I wanted to tell you a bit about how our Naked Lime experience compares with our experience from Cobalt.

Our Cobalt Experience

To be honest, I don't even pay much attention to our Cobalt website. I try to stay away from them as much as possible. Our rep is nice but she's really busy so I have to call and leave a message for her. She sends some issues to the support team, but she always acts as the middle man because I've never been given any kind of direct support number. I'm guessing it's because we don't pay a lot so they don't pay much attention to us. We hardly get any leads from that site anyway so it doesn't really matter. The site could actually be down right now and I wouldn't know.

The Cobalt back-end tool is terrible, the worst one ever, because it's very strict. If I want to change the way a button functions, it's a tall order for development; I'm talking about a week's worth of work. They follow their templates very strictly so there are really only 8 different themes to choose from, then you pick the colors. It's very basic with hardly any space for graphics. There are few things I can actually do on my own too. I can't add a picture to the home page, they have to approve it first. It might take 3 or so days for them to get back to me with something that's so simple.

There are a few things I'm able to change myself, but actually doing it is a chore. First, I have to go to the actual website and get the page address. Then I enter that address into the back-end tool. That's just to *find* a page for editing. It's very convoluted. The biggest advantage that you have over Cobalt is the ability to get things done. With Naked Lime, even "big" changes are easy. Somehow, with Cobalt, small changes are difficult.

Our Naked Lime Experience

Getting a quality website together with Naked Lime was about as easy as it could get. The team advised us to look around at other retail websites – any website we liked, not just other car dealerships – and write down our ideas. I literally just jotted a few things and a picture down on a piece of paper and sent it to the team. I was amazed at what they were able to create. The vision I had in my head just appeared on the screen.

We are receiving more credit apps than ever with our new Naked Lime site and we sell to about 70% of those. I think it's just much easier to find information on the website so the public can quickly access what they need. Recently, we've had customers comment on how easy it is to finance their vehicle from start to finish. By making it easier for customers to submit their credit application on our Naked Lime site, it's made the financing process easier on everyone, including the dealership. We're even getting more applications submitted for employment with us because navigating our site is so simple.



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Doing SEO on my Naked Lime site is easy, too. Your tool for dealers is very intuitive. I can make the changes I need and then just hit "Next" to go to the next page, which allows me to do my SEO very quickly on your site. I love being able to change my SEO quickly and switch up my keywords whenever I like. In fact, making any changes on a Naked Lime site is easy for me. We hire new employees all the time and it's very easy to post a picture and biography of the new employee on the site. Naked Lime lets me do that myself and it makes my life so much easier.

Best of all, the support we get from the team is the best, by far. Every time I call, someone answers in about two rings. It's so rare to have to wait on hold, but even when I do it's only for a minute or two. It's nice because I know most of the people when I call in. We've talked before or they've done work on my site, so I don't have to start from scratch and explain things all the time. It's nice to have a familiar name pick up the phone.

If you have any doubts, just take a look at our site: jcbillion.com. It's one of the best you'll find and we couldn't be happier with Naked Lime.

Sincerely,


Tyler DeJongh, Internet Administrator
Billion Auto Group