

# DataView Case Study



Subaru of Wakefield, Greater Boston's largest Subaru dealer, offers the greatest selection of new and used Subaru cars, as well as auto parts, service and repair, and financing in Wakefield, Belmont, Danvers and North Reading, Massachusetts. Subaru of Wakefield offers one of the largest Subaru inventories in New England and the best selection of Subaru models, including the WRX, Forester, Outback, Legacy, Impreza, BRZ and Crosstrek.

The company's headquarters in Wakefield, Massachusetts boasts 20 servicing bays for shorter wait time for customers along with free wireless Internet, a customer lounge/kids play area, free Starbucks coffee plus hot chocolate and popcorn for the kids, and complementary free car wash.

Subaru of Wakefield's operates a fully staffed Service Department open six days a week with extended service hours. Its team of expertly trained and certified Subaru technicians specializes in fixing and maintaining Subaru vehicles. Issues are diagnosed quicker and more conveniently than ever using the latest diagnostic equipment and genuine Subaru parts to get the job done correctly every time. Service technicians are continually enrolled in new and refresher training programs to maintain their level of expertise.

The company was recently awarded the 2017 Customer Satisfaction Award by DealerRater which is chosen by customers and given to the top 10 percent of U.S. new-car dealers. Dealerships who earn the award must maintain a PowerScore™ of 4 out of 5 stars for the year. This special score is calculated using an algorithm which factors the average consumer rating and the number of reviews the dealership received. In addition, many of the team members at Subaru of Wakefield have been with the dealership for years, making personal relationships with their customers and their families.

Sal Barbagallo, Managing Partner and General Manager for Subaru of Wakefield said, "We are committed to offering the absolute best customer experience whether it's helping them buy their next vehicle or servicing their current one. As proud as we are of our new facility and our team of experienced professionals, we recognized that providing the best customer experience ultimately means getting them in and out and on their way as quickly and efficiently as possible."

"Like a lot of dealerships, we've invested in business management software applications that work wonderfully, but tend to generate a lot of paper. For years we were making do with a somewhat antiquated, paper-based, manual system of filing customer records. Our document archive was literally a room stacked high with boxes. We wanted a more efficient way to access paperwork and process customer transactions."



## Subaru of Wakefield

618 North Ave.  
Wakefield, MA

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**Sal Barbagallo**  
Subaru of Wakefield



The DataView Document Management System instantly stores and links documents to related transactions in a secure digital repository that users can access at any time, from anywhere, on an enterprise-wide basis with security authorization. Powerful indexing capabilities automatically barcode and place system-generated documents into the correct 'drawer' and folder based on the transaction type. In addition, automated processes for importing, scanning and indexing outside documentation make DataView the fastest option for storing and locating documents.

"Our service representatives can now quickly lookup customer statements, acknowledgements, warranty information and other documents related to a particular repair in one place without leaving their desks which really improves everybody's productivity," Barbagallo added. "Now, all documents are generated and sent straight to DataView and no longer physically printed. This has saved us significantly on paper, ink, storage space and, most importantly from a customer service perspective time spent looking for physical documents."

"We really appreciate the system's signature Capture feature," Barbagallo said. "Repair Orders, Warranty Invoices and other documents that require customer signatures are sent to our sales rep's iPads. After the customer signs a document, it is immediately uploaded to DataView. It's all so simple and worry-free."



Jim Bubnikowicz of CAI Software said, "We are pleased that Subaru of Wakefield continues to be confident in our ability to handle their document management requirements. "DataView is successfully managing the electronic document requirements for some large-scale, well-known organizations, helping to improve productivity, reduce costs, elevate customer service and ensure that their company's data is secure. We are happy to welcome Subaru of Wakefield to this growing family of satisfied DataView users."

## About DataView

The DataView Document Management System makes it easy for customers to quickly store, search and access any type of electronic document. DataView is a unique enterprise archiving and retrieval system that provides document storage and management, electronic data delivery, bar-coding, forms processing and data entry on electronic forms. Globally, over 1,500 leading customers in the medical, manufacturing, utility and government agency industries rely on DataView for their document management needs.

For more information, visit [www.caisoft.com/dataview](http://www.caisoft.com/dataview).

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