

STREAMLINED PAYMENT WITH ACKROOPAY

An  Ackroo customer success story

6 years using Ackroo

\$42k loyalty redeemed

4.7K transactions processed

Company Description

Auto Motion is a used car dealership in Chatham, Ontario. They were looking for ways to save money within the dealership, when Ackroo came to them with a solution.

Auto Motion

THE CHALLENGE

Auto Motion has been with Ackroo since 2017. The used car dealership uses Ackroo's gift and loyalty platform and to-date has over 1,200 registered users.

 HEADQUARTERS
Chatham, ON

 INDUSTRY
Automotive

 FOUNDED
1999

 Locations
1

 EMPLOYEES
25

 Website
automo.ca

In the winter of 2023, the dealership began looking for ways to reduce costs. For their payment processing services, Auto Motion was using Desjardins and decided it was time to shop around. They were also looking for a more modernized payment process as their previous machines were out of date.

“ Our previous payment machine was out of date, slow, and sometimes glitched. It was also a bit more confusing with codes and such to bring up what we needed.



Chantelle Ovecka, Operations Manager

THE SOLUTION

Discovery: Auto Motion was approached by Ackroo Client Success Representative, Sean Kennedy, who specializes in AckrooPAY. Sean had offered to do a cost analysis by using three of the dealerships monthly merchant processing statements.

“We were open minded and willing to see where, if possible, we could save money. We were not disappointed!” said Chantelle, regarding the analysis.

Sean discovered that by switching to AckrooPAY, Auto Motion could save 50% on all transaction fees and save over **\$400 a month**.

Implementation: Happy with the results of the analysis, Auto Motion gave the green light to switch to AckrooPAY. Auto Motion was previously using the ICT 250 terminals and moved them to Clover Flex Gen 3 LTE connection.

THE IMPACT

- Auto motion is saving 50% on all transaction fees.
- Their new payment process has been simplified and streamlined for both the staff and customers.
- The new payment hardware is quicker, more modern, and easier to use.



“The new [payment] machines are simplified and comfortable - it strongly resembles a smartphone!”



Chantelle Ovecka, Operations Manager

IT'S EASY TO GET STARTED

Get in touch for more information on AckrooPAY.

[CONTACT US](#)

