

Bob Ruth Ford, where we have devoted ourselves to our customers to the best of our ability. As a dealership we revolve around this mission statement, "To change the world's perception of the car dealership experience, one customer at a time." We have been assisting customers since 1983. As a dealership we support our community, have been rated within the "Top 100 Dealerships" with reputation score, and are a 2x winner of the "President's Award". We have staffed our dealership with 100+ employees to make sure we can meet all our customer needs.

DEALERSHIP: Bob Ruth Ford

LOCATION: Dillsburg, PA



Rob Ruth - Dealer Principal

PROBLEM: Given the challenges brought on with the pandemic, they needed a new way to engage with on-lot shoppers that would provide the same level of service that they have always provided, while maintaining distancing and safety.

SOLUTION: Bob Ruth Ford implemented the goDit QR Code solution. This solution connects every vehicle in their inventory directly to its details page on their website. Shoppers can now go directly to a vehicles detail page by simply pointing the camera on their phone at a QR Code that is placed on that vehicle.

BENEFIT: On-lot shoppers now have instant access to the most current information and pricing on any vehicle on their lot 24/7. By providing easy access to this information they have made shopping and buying a vehicle easier and safer in a socially distanced environment.

BOTTOM LINE: "goDit gives us the ability to serve our customers in a safe and efficient way without compromising the level of service our customers expect from us," said Rob Ruth, Dealer Principal, Bob Ruth Ford.