



BENNY BOYD AUTO GROUP

# THE SITUATION

## **Cars Stolen Using Fake IDs**

Benny Boyd Auto Group spans nine stores across West Texas: from Benny Boyd Lubbock to Lamesa Dodge. A successful, growing dealer group, they average 650-700 new and used cars sold a month (with about 200-250 generated through the Internet department), and employ 350-400 people. Mark Gibson, who wears several hats for the dealerships (ECommerce & Internet Director and Compliance Officer), is a 27-year veteran. He reports that their dealerships have felt the nightmare of the growing, scary problem of ID fraud first-hand.

## **Super Smart Scam**

Because their dealerships are mostly in rural areas, they do a lot of long-distance car sales: about 30 a month. Three months before installing ID Drive scanners they were hit with four crazy, costly scams (three in Texas, one in California). Four vehicles were sold to buyers whose driver's licenses and credit info "checked out" perfectly. The bank agreed: funding the loan and signing the contracts. All paperwork complete, the vehicles were shipped to the "buyer's" given address. There, the thieves intercepted the truck-driver, smilingly signed for delivery, and promptly drove off into the night!

That's sophisticated ID fraud. In fact, the thief-recipient of the car in California, knowing he had to meet the truck driver/vehicle right in front of the victimized family's house, arranged for the car to arrive at 2 AM: arguing he owned a pizza restaurant that closed late and didn't want his wife to be woken up by the transaction!



Gibson reports that these four ID-fraud-driven thefts for Benny Boyd Auto Group were a powerful wake-up call about the real threat and cost of ID fraud for his dealerships.

### **ID Fraud Is an Epidemic**

The Benny Boyd Group is hardly alone. ID fraud IS a national and dealership crisis: according to the FBI, identity theft has overtaken the drug trade as the most costly U.S. crime.

**Consider: more than 267 million consumer records get exposed - and 60 million pieces of personal ID wind up in the hands of identity thieves – each year.<sup>1</sup>**

More dealerships are reporting that fraudsters are presenting impeccable-looking (fake) IDs for test-drives, and then driving off or, like at Benny Boyd, purchasing vehicles with them.

**The problem: dealership processes are way behind the ID thieves' super-sophisticated technology.**

## **Decades-long Headache**

Dealership managers like Gibson have lived the ID-verification headaches for decades: the endless ID photocopying and verification calling – all those barcode scanners. And the big problem with barcode scanners is that they can only verify that data is present on a card, not that it's valid. And while dealers make numerous calls to organizations like the DMV to verify identities, most cars are bought on weekends when these organizations are closed.

And if all these cumbersome processes MAY successfully raise flags in an F&I department – what about the test-drive? Gibson reports that his dealerships' busy weekends are just as chaotic as everyone else's: ***"You walk in on a Saturday and so many cars are out on test drives and photo-copied IDs are all over the place...it's a recipe for disaster."***

## **Expensive Dealer Problem**

Fake IDs are becoming an increasingly expensive dealer problem. Lender contracts often include verbiage stating the dealer is responsible for establishing the identity of the buyer and that they're responsible for the damages when a car is stolen or bought fraudulently. And, of course, the government requires dealers to take steps to flag identity fraud (with the Safeguard and Red Flags Rules) – or face steep fines.

**The cost to a dealership of a single car obtained with false IDs/documents to a dealer: north of \$100,000!!!**

<sup>1</sup> Open Security Foundation data, 2013

# BENNY BOYD AUTO GROUP'S ID DRIVE EXPERIENCE

When E-LEND approached Benny Boyd about piloting their new ID authentication technology, ID Drive, Gibson jumped on the opportunity. ID Drive scanners have been in use non-stop, in all nine of their stores, for over a year.

The AssureTec technology embedded in ID Drive is the **same ID verification solution chosen by Department of Homeland Security (DHS), Department of State and border patrols all over the world** - a far cry from the remedial barcode scanners Gibson had tried. With ID Drive you insert any type of ID and it instantly extracts all biometric and alphanumeric data in the document, and then authenticates it using its document forensics library and detection algorithms. The scanner not only scrutinizes visible ID properties, but also those undetectable to the eye like near-infrared (NIR) properties, embossing, or retro-reflective laminate background patterns.

Gibson reports: ***"With ID Drive it takes you five seconds to know if there are ANY problems with this ID – this is some sweet, slick technology."***

And while he expected it would provide the most powerful technology possible to "red flag" any ID problems, many of the benefits that this small scanner has delivered have proven downright HUGE.



# ID DRIVE TOP 10 DEALER RESULTS



## From Expected to Surprising

Since installing ID Drive at the nine Benny Boyd Group stores, no vehicles have been bought or stolen with fake IDs and it is giving their dealerships other forms of “protection” and benefits they never imagined

### 1. Unlike Every Scanner They’ve Used, ID Drive Actually

**Works.** In 27 years, Gibson has seen a lot of ID scanners come – but mostly GO. *“Every scanner we’ve had worked for a few weeks, then broke. We have about 30 scanners sitting in a closet gathering dust. Or they never got installed because the set-up required too much IT prowess. ID Drive has performed flawlessly for a year-plus, and was so easy to get up-and-running.”*

**2. A New “Scan-It” Process.** Because the scanner works flawlessly, Gibson says it’s enabled him to put in place a strict new ID-scanning process. The welcome desk receptionist is the point-of-contact: no salesperson can take a car out or work any deals unless the customer’s ID has been scanned, and ID Drive, which is seamlessly connected to a dealership’s CRM system, allows the receptionist to enter the vehicle stock number and the salesperson connected to the customer at the point-of-scan. Only after that happens, do the keys get handed over.

***“Everyone knows humans in the car biz can be lazy and will use any excuse to skip steps. Process change is mandated and supported by management: if they don’t have that ID scanned, no test-drive, no working car deals.” -Gibson***

**3. Protection Against “Pulled Credit Without My Permission” Lawsuits.** A consumer’s credit score can be affected when their credit is pulled. Recently Benny Boyd was nearly wrongly sued for this. Although his staff clearly remembered a female customer test driving and applying for financing, the woman threatening to sue was adamant that she had never set foot in the dealership. Gibson checked the CCTV, but the tapes only went back 30 days and she was there 45 days prior.

Then he remembered ID Drive, which keeps digital scans of IDs (with the license photo) for eternity, and found that she had indeed been in the dealership – and that her signed credit app matched her license. The woman admitted her lie (her credit score was affecting a property purchase) and dropped her threat to sue. Gibson said it saved them legal headaches/costs

**4. Protection Against Titles Getting Kicked Back.** In Texas (and many other states) new laws require that the vehicle registration must match the sales title exactly: i.e., if “Mark Gibson” is on the contract/title and the registration is for “E.M. Gibson,” the title gets kicked back and the title application is void. According to Gibson, it’s a paperwork nightmare and getting the customer to come back can be impossible, and often results in a lost sale. Says Gibson: “ID Drive has solved this for us: because it captures exactly what’s on the license – and all that info is poured into our CRM tool – all documents are correct. We don’t have titles kicked back anymore – and it’s saving us money, time and hassles.

**5. Protects Against Expired Licenses.** Gibson also noted that ID Drive instantly red-flags altered dates of birth and expired licenses, which is critical because if a person with an invalid license – or a 15-year-old with an altered one – drives a car on a test-drive and has an accident, the dealership is liable and their insurance premiums go up.

**6. Helps with In-Dealership Fraud Compliance.** Red Flags and Safeguard Rules mandate that dealers follow a written program procedure protecting against identity theft from employees. Gibson notes that a single infraction in the state of Texas is \$10,000. “As Compliance Officer, I appreciate that ID Drive removes the piles of photocopied IDs sitting on desks. Because it’s a digitized ID record trail, it removes lot of pieces of ID once left in plain sight.”

**7. Protects Salespeople from Harm.** Gibson reports that he knows dealerships in Austin and Dallas where criminals using



fake IDs have pulled guns on salespeople during test-drives. While this hasn't happened in his more rural dealerships, knowing that ID Drive can identify any false-ID-toting criminal gives him peace of mind against this growing problem.

**8. Faster Sales Process.** Gibson also reports that ID Drive has trimmed their sales process by about 30 minutes. Because the customer info is connected to sales and financing pre-test drive – along with the vehicle stock number – they can have the foursquare invoice/paperwork ready before that test-driver pulls back in. The only thing remaining to fill out is the Social Security number.

**9. Better Marketing Accountability.** Because the sales process now revolves around the scanner/initial reception, everyone is automatically asked where they heard about Benny Boyd (whether AutoTrader or the newspaper) for better marketing, recording and tracking.

**10. More Salesperson Accountability.** Because ID Drive includes test-drive reporting by volume, time, make/model and salesperson, Gibson notes that he can now track, and hold everyone accountable for, closing rates and follow-up.

## BENNY BOYD AUTO GROUP RESULTS WITH ID DRIVE

- Increased sales 10% (roughly 50 incremental cars/month).
- First ID scanner that “works flawlessly.”
- Powerful protection against diverse ID fraud and compliance issues.
- Cut sales/financing process by 30 minutes.

**"ID Drive and our new "it must be scanned" process means far more leads are getting captured and worked. And for our dealerships it's been HUGE: it's led directly to a 10% increase in sales – or, about 50 incremental car sales a month."**

## THE BIGGEST RESULT OF ALL: SALES SOAR WITH ID DRIVE

**Because ID Drive captures far more in-store customers into the CRM for follow-up, Benny Boyd has seen sales go up.**

ID Drive does more than deliver fake ID protection. A key aspect of its patent-pending functionality is that the customer's information is captured, purified and enhanced, and then instantly transported into a dealer's CRM and finance systems. Which means no test-drive leads ever get dropped. And, at Benny Boyd, those customers get scheduled, automated follow-ups at 1, 3 or 6 months, as well as birthday specials and other offers.

**"We used to have all these people coming into our stores, and for a big percentage of them we didn't even capture their LAST NAMES. Can you imagine a hotter lead than someone who has walked into your dealership? And you drop that lead?"**

And once ID Drive imports that customer's data into the DMS,

their pre-existing relationship with the dealership, and any lead or credit apps they've ever submitted, are transparent.

**"It used to be that we had to fight to get salespeople – say, if they were talking to a prospect on the phone - to enter people's names, phone and email into our CRM tool. Now they're fighting to get customer info into the CRM, to claim people that walk in as THEIR customer. People's previous customers come in and you don't recognize them, but with an ID Drive scan, everybody knows: that's Mary's customer, and he bought a 2010 Ram from her three years ago, etc."**

**"Auto retailing is a numbers game: 50% of callers turn into appointments – 50% of those show up – 15% of test-drives turn into sales...ID Drive has really boosted sales from the 'show-ups' and the test-drivers...and who would have imagined the impact it would have on our bottom-line?"**

**In Sum:** After four cars stolen, ID Drive has given Benny Boyd a whole new level of ID fraud protection – as well as eliminating problems like lawsuits and compliance challenges.

But the thing that has amazed Gibson the most is how, because it's re-organized the sales process "kick-off" around a scan that captures customer info into the CRM, it has led to a 10% sales increase across the board.

**"I don't understand dealerships that don't use ID Drive. We have it in every store. And it's not only protecting us, it's really changed our business process and boosted our sales...  
...I wouldn't drop it for anything. I absolutely love it."**

# WHAT IS ID DRIVE?

A patent-pending ID scanner process for dealerships developed by E-Lend Solutions with patented AssureTec Technologies, the world ID authentication technology leader.

Homeland Security-level protection against fake IDs: in six seconds the scanner performs up to 50 complex forensic tests on IDs.

Ties customer's info to a sales agent and test drive vehicle which is exported into a dealer's CRM/finance systems – capturing leads for follow up.





Creating a Connected Buying Experience™

877.458.5000



**ID DRiVE™**

For more dealership results or information on eLEND  
Solution's ID Drive, contact [roger@elendsolutions.com](mailto:roger@elendsolutions.com).