

Company Overview

Aloha Auto Group LTD is proud to celebrate its 16th year serving the Hawaiian Islands. Bill van den Hurk, president and CEO of Aloha Kia and Niki Van den Hurk, executive vice president, opened their first location in 1997. Their honest values define their family business. Customer satisfaction is their primary concern. Their locations are Oahu, Kauai, Maui and the Big Island.

ALOHA
AUTO GROUP. LTD.
All Islands | Oahu | Maui | Big Island | Kauai



Island Dealership Needed New Solutions

Aloha Auto Group Ltd. has the unique business challenge of managing car dealerships with locations on multiple islands, so there is frequent airline travel required just to check in on each location. Island business people know they must be creative and forward thinking to keep their business thriving- that's why they are often early adopters of new ideas.

For many years Aloha Auto Group, also known to locals as Aloha Kia, used credit cards to earn airline mile rewards for dollar volume charged on their business credit card. "Because of our geographic location and training requirements, we have significant travel expenses both interisland and to the mainland. Earning free airline miles really helps offset those expenses and directly effects our bottom line," said Russ Wong, CFO of Aloha Auto Group Ltd. Even though they had to manually do the bookkeeping differently, these reward miles earned Aloha Kia many free airline tickets. But in 2010, Aloha Kia began searching for a way to simplify the process and they examined RewardWorks. .

RewardWorks Provides Improved Organization and Efficiency

Reward Works, by Zevez seemed to provide the answer and was implemented very quickly. RewardWorks dramatically simplified the accounting process and managed the transaction volume seamlessly within their AP software. Aloha Kia was able to rapidly increase the number of vendors they paid by credit card, earning them even more travel reward miles and directly affecting their bottom-line savings.

"Paying regular business invoices with a credit card instead of by check became an important vehicle for us, so much so that when we began looking for an alternative to our Dealer Management System (DMS) it was a big selling point to us that the interface between ADP and RewardWorks was already in place. We have had no problems with this changeover," said Russ.

RewardWorks Provides Improved Organization and Efficiency (cont.)

When Samantha Kokualani and her AP counterpart joined the company they had experience with ADP, but RewardWorks was new to them both. They called Zevez customer support several times with questions, always finding them very helpful. Soon they had no problem managing both the credit charges part of the payables as well as the check. Samantha thinks they handle about 40% of their invoices by credit cards- mostly American Express.

“Whenever we set up a new vendor, we always ask if they take a credit card for payment, which helps us maximize the potential number of reward miles we can earn,” Samantha said.

“What we like about RewardWorks is it streamlines the manual postings. We load our payables, it clears our invoices and we reconcile our statement. This saves us so much time over the manual process, which we used to do. I think it takes only half the time of the manual process, maybe even less than that. How RewardWorks interfaces with our DMS is very valuable,” Wong said.

The Benefits of RewardWorks

The benefits to Aloha Kia are clear- RewardWorks saves them time and allows them to process much more volume through credit cards. It also reduces the cost and extra time involved in processing paper checks. And they rely on the rewards they earn to help them manage their business smarter.



“ Zevez is committed to providing outstanding customer support for RewardWorks, not just during installation and initial training but at any time our client may need assistance. It could be as simple as answering a question for a current user or addressing the need to train new employees. Either way, Zevez customer support is always happy to help ”

Julie Danielson, Customer Service Manager