



Darling's Auto Group

Darling's was founded by Owen H. Darling in 1937 and has proudly served customers for nearly 90 years. While the company has grown and evolved, its commitment to exceptional service, reliability, and trust remains unchanged.



The Challenge



The group did not want unmanaged lounge TV to keep causing staff issues



Customers could dispute channel choices which had impact on sales



Lounge content needed to remain family-friendly and sales oriented



The group needed consistent licensed music and dealership marketing

The Solution

Customer Lounge TV provides controlled, pre-screened programming and dealership promotions, while overhead music supplies licensed content across locations. The family-friendly programming removes channel disputes and gives the group a predictable lounge experience. Marketing zones can highlight trade-in opportunities, available inventory, service offers, and sales promotions without interrupting the entertainment. Licensed overhead music extends that consistent, professionally managed atmosphere beyond the screens.

The Result

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We can provide a consistent, family-friendly lounge experience across all our locations. Digital Dealership System also allows us to promote our inventory, service options, and current sales offers. It keeps our customers informed and gives us greater control without additional work for our staff.

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Greg Cassidy – IT Director



Customer since 2021. Current solutions: Customer Lounge TVs, Dare to Compare, Over-head Music, and a Service Menu.