Using Chrome Construct, Member Services Inc. implements robust vehicle selling sites for clients like Sam's Club Auto Buying Program

As a leading automotive marketing company for large affinity groups, Member Services Inc. creates marketing programs for major affinity groups and wholesale clubs like Sam's Club. When they decided to build an online vehicle configuration and comparison service for the Sam's Club Auto Buying Program, they turned to Chrome Data's configuration and comparison web service, Chrome Construct.

"We had been using Chrome Data's Carbook Showroom, the plug-and-play configuration, comparison and pricing tool," says Bill Nicholson, Vice President of Business Development for Member Services Inc. "When we decided to build our own configurator to give our partner's websites a more personal feel it was a natural migration to use Chrome Construct."

Because a vehicle can have over 10,000 options and pricing configurations, creating a build and price solution from scratch can be a monumental and potentially very expensive job. In addition, solutions must be updated, administered, and managed. Web services technology, like that used in Chrome Construct, allowed Member Services Inc. to create a robust, comprehensive, and customized system in less time and at a reduced cost.

"The biggest benefit to using Chrome Data's web service is that we don't have to worry about keeping data current; Chrome Data takes care of that," says Nicholson. "Factory incentives are one example. At one time we had to pull this information from Automotive News every Friday, by which point they were three to four days old. Now we get the most current information every day from the web service, and we never have to update the data."

The Chrome Style ID, a unique identifier assigned to each vehicle that allows for straightforward mapping between all Chrome Data products and partners, also led Member Services Inc. to use Chrome Data.

"The Chrome Style ID allows us to provide better service to the Sam's Club Auto Buying Program members, and to participating dealers," says Nicholson. "For example, if a member configures a new Mustang we can present the new car information and search through our dealers' inventory to find used vehicles that match their specifications. We can be on the same page for new and used cars, delivering more vehicle options to members and better qualified leads to the dealers."

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Chrome Construct delivers the optimal solution for Member Services Inc.: a robust vehicle configuration and comparison service that does not need to be updated, hosted or managed, and includes all the functionality needed to provide a superior vehicle buying experience. "Chrome Construct is a comprehensive service that's competitively priced," says Nicholson. "Chrome Data takes care of keeping it running, giving us more time to run our business."

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