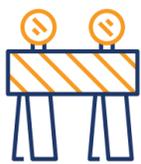


FIXED OPERATIONS



MOVE YOUR DEALERSHIP FORWARD

In today's world, it takes strategy to move the service experience forward. To win new business or boost dollars per RO, you have to understand the obstacles and put the right plan in place at each stage of the service process.



Understand the Obstacles

Safety concerns and social distancing present unique challenges for service departments. But as dealerships offer new approaches, customers are starting to come back.

CONSUMER DELAYS: SPRING 2020



As dealers offer new approaches to service, consumer delays are starting to decline.



Use Effective Communication

Let your customers know how you're making the service experience safe, and communicate through their preferred channels.

67%

of consumers prefer to **gather information on their own** over speaking to a live representative

89%

of consumers prefer to communicate with businesses via **text messages**

78%

of consumers say receiving a text message is the **fastest way** to reach them

98%

of all text messages are answered within 2 minutes.



Increase Service Options

Review your current service experience in light of customer preferences for digital interaction.

40%

increase in dealership use of **digital tools** in March 2020 when compared with last year

53%

increase in dealership use of **digital tools** in April of 2020, when compared with last year

8%

increase in average **dollar amount** of recommended services year over year

55%

of consumers say they would choose one dealership over another if it provided online service estimates.

Those same consumers felt moving service appointment steps like scheduling, ASR approval, estimate approval, in-service status updates, and bill payment online would improve the overall service experience.



Download the Complete Fixed Operations Playbook

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