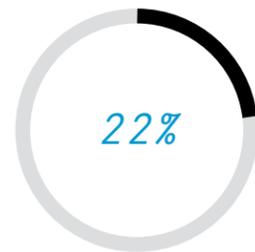


01 / THE IMPACT OF A SERVICE BDC

Profitable Service Departments Make Successful Dealerships



STATISTIC



According to data from a recent DealerSocket case study, stores without a Service BDC had a Year-over-Year (YoY) growth in Total Labor Hours of 4%, while those with a Service BDC had a YoY growth of 22%. Total Labor Hours is the preferred metric most service managers use as an indicator of real growth.

OVERVIEW

No revenue stream is more important to your dealership than Fixed Operations. The higher your service absorption, the less you have to rely on sales results to determine your fate. Successful dealerships have profitable service departments. There are various service personnel configurations you can incorporate to varying levels of success. The focused marketing intelligence of a Service BDC along with access to a measureable, real-time data solution can help you realize your service department's potential by increasing labor hours, ROs, and most importantly, revenue.

SHOOT FISH IN A BARREL

Targeted Marketing

Focus first on inbound calls and then begin outbound call campaigns. Run marketing for:

- First service appointment on a recently purchased vehicle
- State safety or emissions inspection
- Recall campaigns to target customers who haven't serviced at your dealership before — use in conjunction with a mailer
- OnStar notifications or other vehicle alert systems
- Maintenance reminders:
 - Prepaid maintenance program
 - Four months or 5,000 miles
 - It is better to have customers "over maintenance" their car rather than "under maintenance"; we want them to redeem their prepaid package
 - Marketplace Loyalty — Dealer prepaid maintenance sold in F&I and Service to increase profits and customer loyalty

STAY ON POINT

Other Processes

- **Appointment No-Show Call:** This call generates revenue by getting people back in for service, while reconciling appointments and making sure the BDC is properly credited
- **Op Code-Driven Lists:** Develop monthly lists through List Builder or develop business rules that are triggered by specific op codes
- **Declined Service:** This is a double-edged sword; you may only do it intermittently to avoid training customers to wait for a discount
- **Call on All Appointments Set Via Online Scheduler:** This ensures that the appointment is set properly and avoids potential conflicts once the customer is on the drive
- **Reminder Emails:** You can rely solely on automated emails and only perform confirmation calls if you begin to see your "no show" rate increase

THE BOTTOM LINE

Fixed Operations can carry your dealership through the ups and downs of the sales cycle. A healthy amount of service absorption can also enable your sales team to price your vehicles more aggressively and move more metal than your competition. We cannot stress enough: successful dealerships have profitable service departments.

With robust products such as Service Management and Service Scheduler, DealerSocket can help you manage Fixed Ops performance with a centralized view of all metrics that lead to increased revenue and customer satisfaction. Access all key reports from one dashboard, monitor service drive activity, identify revenue generating opportunities, and eliminate duplicate data entry.

To learn more or schedule a demo, visit us on the web at dealersocket.com or call one of our friendly experts at **844.225.1857**.

GET THE BALL ROLLING

BEST PRACTICES

While setting up a Service BDC can be costly, data shows that it can be extremely profitable. The following processes, campaigns, and observations may help your successful implementation.

TOP-DOWN PHILOSOPHY

While service advisors may resist this business model, it is important for general managers and service managers to align staff on its implementation. In our experience, stores become so busy, they have to hire another advisor to handle the increased load.

BDC MANAGER

Fill this position with someone who has Fixed Ops experience. If you can't find a candidate with Fixed Ops experience, a customer service or telecenter background may suffice.

RECOMMENDED SERVICES

Standardize your op codes and configure your software tools early on in the process, simplifying communication between new BDC reps and advisors. This also helps reps sell the value of getting an entire package of maintenance completed as opposed to individual services.

COMPENSATION

It is not uncommon to see a tiered approach to the shown appointment scale, where a rep gets additional bonuses or spiffs for achieving monthly benchmarks. This approach eliminates the need to spiff reps for capturing emails because they will naturally capture them to improve appointment show rates.