



# The Fixed Ops Stimulus Plan

How ELEAD1ONE's service retention program, Service1One, can transform your fixed operations into a sleek, well-oiled, profit-generating machine.





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## Section 1: What is Service1One?

# How dealers should adapt with the economy to offset narrowing profit margins from vehicle sales.

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As the economy grows and contracts, one thing remains constant for auto dealers - the need to adapt to consumer expectations. With price pressure mounting and profit margins compressing, today's progressive dealerships are doubling down on service, prioritizing customer retention and netting big pay-offs.

In today's age of transparency, it's likely that front-end profit margins will continue to shrink. Fortunately, most dealers are sitting on a gold mine of untapped opportunities with their service department, which generates seven to ten times more consumer transactions per month than sales.

Dealership service centers need to look at new technologies that boost shop efficiency, improve the customer experience, and increase profits to stay competitive.

Knowing this, the Elead1One service retention program, Service1One, is helping dealers optimize every facet of their service business with:

- Improved shop productivity and streamlined processes
- CRM and third-party integrations
- Increased upselling opportunities
- Modern internal/external communications platforms (video/texting)

The following pages outline proven strategies on how to transform your service culture and turn fixed ops into a profit-generating machine.

**Service generates 7-10 X more consumer transactions per month than sales.**

## Section 2: Fixed Ops Profit Booster

Simply put, fixed operations technology has fallen behind the power curve as compared to the front of the house. The Service1One platform distinguishes every important step in the dealership service experience– from intake to repair completion – while streamlining operational processes and incorporating crucial marketing tools to help dealers capitalize on every possible sales opportunity.

**Let's start with scheduling a service appointment.** The average online tool allows customers to schedule vehicle service appointments easily and integrates with the dealership's CRM and DMS in real time.

*But, are all online schedulers the same?*

The answer is no, and there are many reasons why a more robust tool can help dealers generate more revenue:

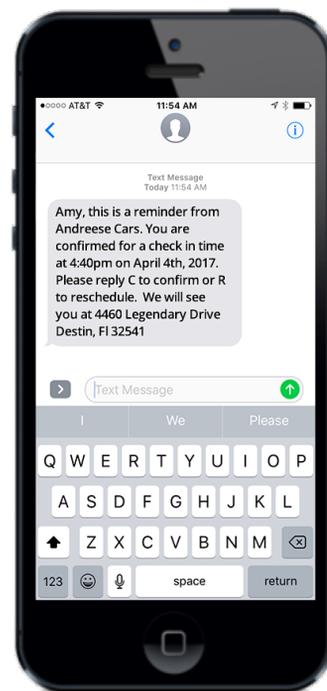
- Time is money. The ability to select from OEM maintenance menus or popular a la carte items quickly online saves time during check-in. Click-to-call or texting options speed up communications between consumers and advisors.

- Calendar views that allow for quick lookup of appointments, individual advisor schedules, shop loading by hours, or daily, weekly, or monthly views, as well as manage waiter loan capacity eliminate the back and forth between multiple systems.

- More appointments equal more revenue.

Capacity and flow management technology maximize the number of sale opportunities during service department hours. Text and email

appointment confirmations improve show rates resulting in additional RO's, new online customers, and increased retention.



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## Section 2: Fixed Ops Profit Booster

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**Rethinking old processes in the lane.** Forward-thinking dealers are facing today's economic uncertainty head on with modern technology and raising the level of service presentation to match the variable side of business. It is important to consider having real-time data at your fingertips for a quicker check-in process that not only protects the dealership from liability but also gives instant access to upsell opportunities. All in one tablet -- saving both the customer and dealership precious time.

**Service drive technology in the digital age.** A mobile check-in process significantly increases satisfaction by beginning the process at the customer vehicle, allowing advisors to perform an interactive inspection, present recommended services, and sign pre-work orders -- all from a tablet and in **about four minutes**.

*How can dealers provide an exceptional service experience and still keep up with hectic traffic?*

The answer is simple. Eliminate the need for a paper process and usage of multiple systems with a single-point landing page with access to:

- Customer/vehicle information
- Walkaround inspection tools with video and photo recording capabilities to capture service recommendations or previous damage
- Revenue-generating opportunities

**Data at your fingertips.** Not only does real-time integration with the CRM provide instant access to customer information and vehicle history, but also a wealth of upsell opportunities to increase customer pay (CP), including:

- Open recalls
- Previously declined services
- In-Equity, end of lease or warranty

Word tracks embedded throughout the system ensures a consistent check-in process every time and can help advisors overcome owner objections and focus on sales.

## Section 2: Fixed Ops Profit Booster

**A deeper look at mobile or PC shop utilization software.** An electronic multi-point inspection tool with increased visibility, accountability, and a built-in communications platform is providing today's dealers a way to run the shop on a modernized level not thought possible -- increasing parts and labor sales from incremental repairs uncovered during the inspection process.

**It's all about delivery.** Boost revenue and productivity with internal, shop-wide communication tools that eliminate the need to walk back and forth between the service drive, service bay, and parts counter.

Keep customers informed with professional, paperless Service Repair Summaries (SRS) delivered via text or email. Increase approval rates by up to 60% by adding transparent video captures of recommended services that include:

- Repair notification
- Voice-over explanation
- Clear approval/decline instructions



**A better way to ensure ROI.** Track RO routing, utilization, and progress through an easy-to-use dashboard. By now, most

service departments know they need a solid, consistent multi-point inspection on every vehicle every visit. But are dealership service operations performing at this level?

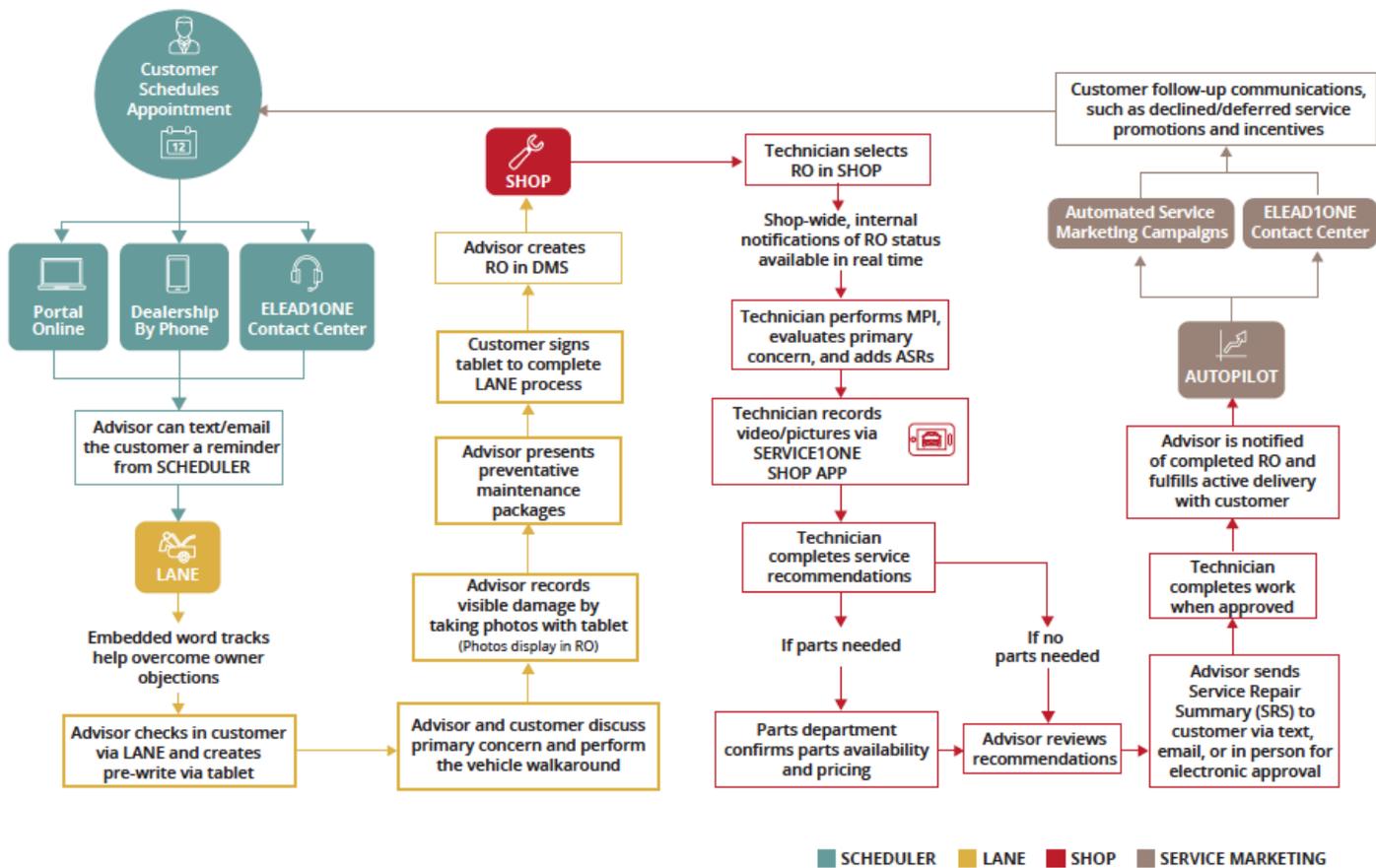


Through constant review and coaching based on utilization metrics, they can be. Service1One provides these additional benchmarks to keep on your radar:

- MOTOR Data Parts integration
- Custom MPI forms
- DMS parts access
- 90% Inspection
- 3+ ASRs per inspection
- 30%+ ASR closing rate
- 30%+ ASR \$\$ closing rate
- 100% Declined recommended services

## Section 3: Service1One in Action

To demonstrate, we've outlined an example workflow of a dealership using the Service1One platform to boost fixed operations profits. With a comprehensive system to manage every facet of the service department, dealers can optimize processes to deliver a seamless customer experience and drive growth at every opportunity.





## Section 3: Service1One in Action

So how does it really work? Let's look at a sample.

An average-sized dealership service center with a 2,200 monthly RO count and a \$75 effective labor rate generates an additional \$95,040 parts and labor monthly gross profit – over \$1.1 million annually.

Service1One	Increase Per RO	Hours Per RO Increase	Labor Dollars Increase	Parts Dollars Increase	Gross Profit Labor Dollars Increase	Gross Profit Parts Dollars Increase	Gross Profit Parts and Labor
Online Scheduler	0.1	220	\$16,500	\$13,200	\$11,880	\$3,960	\$15,840
Lane Tool	0.2	440	\$33,000	\$26,400	\$23,760	\$7,920	\$31,680
Shop Application	0.3	660	\$49,500	\$39,600	\$35,640	\$11,880	\$47,520
<b>Service1One Complete (all products)</b>	<b>0.6</b>	<b>1320</b>	<b>\$99,000.00</b>	<b>\$79,200.00</b>	<b>\$71,280.00</b>	<b>\$23,760.00</b>	<b>\$95,040.00</b>

**The Path to Growth in Times of Economic Downturn.** Periods of profit compression are inevitable as our economy grows and contracts. Time and again, successful dealerships have proven that the path to sustainable growth lies in growing lasting customer relationships.

Forward-thinking dealers are focusing on retail consumers demands - control of the process, quick service, transparent communication, and a personalized experience – to connect and grow with the next generation of auto consumers.

Be sure to look for our upcoming whitepaper series on AutoPilot automated service marketing and Xchange program.

*Interested in getting a free evaluation of your fixed operations? Contact us today, [www.lead-crm.com](http://www.lead-crm.com).*

### About ELEAD1ONE

Six of the top ten dealer groups have chosen to partner with ELEAD1ONE, the most intelligent and intuitive dealership software available in today's automotive market. ELEAD1ONE helps dealers achieve unmatched results in increased sales and profit, lead generation, customer communication, sales process, retention and complete lifecycle management across all departments.