

**In order to connect and grow with the next generation of auto consumers, forward-thinking dealers are focusing on retail consumers' demands: control of the process, quick service, transparent communication, and personalized experience. 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. 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.**

### **The Problem:**

With price pressure mounting and profit margins compressing, dealerships are doubling down on service and prioritizing customer retention, boosting shop efficiency, improving the customer experience, and streamlining the process. Customers expect speed and efficiency, not paper-pushing or being jostled from one person to the next. They expect their Service Advisor to provide expert advice and personalized attention.

### **How It Works:**

Fortunately, most dealers are sitting on untapped opportunities within their service department, which generates significantly more consumer transactions per month than sales. Dealership service centers need new technologies that enhance shop efficiency, improve the customer experience, and increase profits in order to stay competitive. Knowing this, the ELEAD1ONE service retention program, Service1One, is helping dealers optimize every facet of their service business with:

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

## **Fixed Operations**

# **Service1One**

**A service retention suite that gives motorists the ultimate service experience, improves shop productivity, drives more customers to the dealership, and increases RO transactions.**

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*"It's the most complete Lane and Shop platform on the market in my opinion. It allows us to communicate with the customer electronically and reduce cycle time in the shop. Customers like it because they're busy and appreciate the communication and the enhanced speed of service."*

David Blackburn, Service Director  
Scott Clark Toyota



[www.elead-crm.com](http://www.elead-crm.com)

*"There is no niche we are more focused on than Service CRM in 2018, from both a developmental and process perspective. The ability of our dealers to quickly evolve and monetize the customer experience will directly affect their relevance as much as their profit in fixed operations."*

Mark Queen, Partner  
ELEAD1ONE

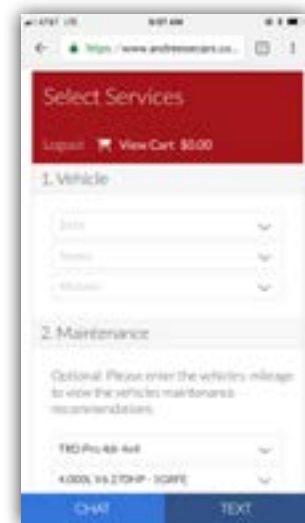
**New features for Service1One this year:** Online bill pay, third-party tire integration, OEM maintenance menus, RO status color-coding, recall information, and adjustable workflow.

Three major tools reside inside the Service Suite: Online Scheduler, Lane Management, and Shop Management.

**The Scheduler** offers two different portals: For the online customer who wants to set his or her service appointments from their mobile device or desktop, Service1One has made it simple. They can check in with a phone number or email to pull up their account, or they can enter as a guest. They're prompted to enter their mileage so the dealership can respond with a list of recommended OEM services. A keyword search helps the customer select their needed service by providing a drop-down menu with options. The customer makes a selection(s), and it adds to the cart. Sometimes customers only know their car is rattling or dripping so a simple note under 'concerns' will alert the Service Advisor to the problem.



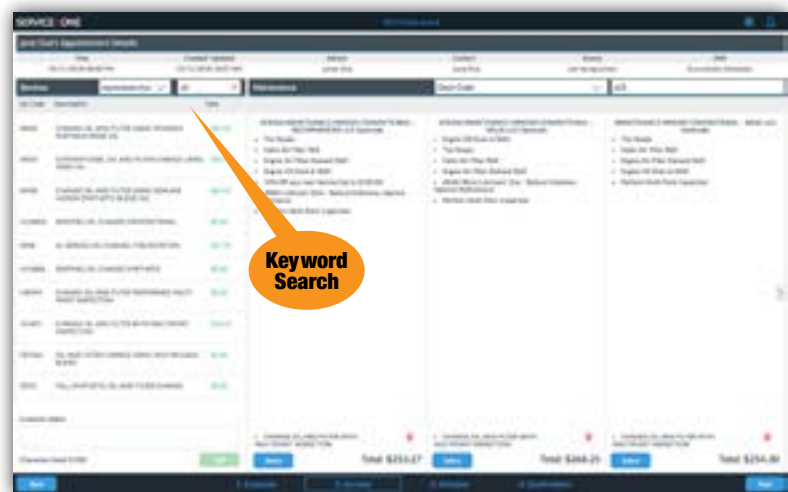
Dealerships can choose to add an Express button for simple services such as oil changes.



Picking a date, time and service advisor is only three clicks. If the customer can't remember the Service Advisor's name, pictures are available. The last piece of information needed by the dealership is transportation: *Will you need a loaner or a shuttle?* The customer will get an email or a text confirming their appointment, and it immediately posts to the DMS. Service1One integrates with six different DMS providers.

The Desktop View for the Service Advisor is equally simple, walking them through each step. With integration for recalls, deferred services, and dealership promotions, it's an excellent tool for presenting customers with added services they may require.

Typing in 'oil,' a list of options pop up that match to the VIN. Options are provided for 'good, better, and best' services and the customer can make a choice.



**The Lane Tool** is used to write up customers who arrive with a scheduled appointment or as a walk-in. The app is available for download at the Apple Store and Windows App – Microsoft Store. The tablet-based version of Service1One for Windows can run on a Surface Pro which offers the added benefit of DMS access - allowing Service Advisors to do write-ups from the tool and the ROs from the DMS, right in the Lane. A walk-in customer can easily have his VIN scanned from the tablet camera and be entered into the system. On the tablet, Advisors can quickly view customer appointment information, service history, pricing menus, inspections, previously declined services, and applicable recalls. Helpful word tracks are integrated throughout the tool to assist the Service Advisor's customer interface.

Time	Customer	Vehicle	Advisor	Transport	Status	Notes
7:44 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Dropoff	Order Service	100
7:50 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:00 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Dropoff	Vehicle	Arrived
8:05 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	240	Arrived
8:10 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:15 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:20 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:25 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:30 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:35 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:40 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:45 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:50 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100
8:55 AM	John Brown (202-456-789)	2015 Honda Accord 2015 Honda Accord	John Doe	Waiting	Order Service	100

This RO collects current work including walkaround and inspection details, recalls, vehicle service history, and declined services.

**Recalls**

**Items in My Cart**

**Declined Services**

**Walkaround.** Following the step-by-step walkaround process on the tablet gives the service team a head start on the vehicle inspection. The Advisor can record any dings, dents, or scratches using the tablet's built-in camera. It's easy to add OP codes and comments with the voice-to-text feature. The customer's signature can be captured right on the tablet to authorize service work.

**The Shop Application.** Repair Order Management will track every step of each RO through the dealership.

New color-coding of ROs helps managers get a Service Bay snapshot of vehicle status: On Hold, Waiting Completed.

RO#	Part/Tag	Vehicle	Customer	Address	Status	Parts Sub	Notes	C/EOT
309435	T422	2011 Honda CR-V	James Bernson	Jax-Den	Select		Waiting	10:00
309434	T422	2012 Honda CR-V	John Doe	Jax-Den	Select		Waiting	10:00
309432	F422	2008 Honda Accord	James Bernson	Jax-Den	Select		Waiting	10:00
309447	F422	2011 Honda Accord	John Doe	Jax-Den	Select		Waiting	10:00
309423	F422	2011 Honda Accord	John Doe	Jax-Den	Select		Waiting	10:00
309418	F422	2011 Honda Accord	James Bernson	Jax-Den	Select		Waiting	10:00
309415	F422	2011 Honda Accord	John Doe	Jax-Den	Select		Waiting	10:00
309403	F422	2011 Honda Accord	James Bernson	Jax-Den	Select		Waiting	10:00
309345	T224	2011 Honda CR-V	John Doe	Jax-Den	Select		Waiting	10:00
309300	F422	2008 Honda Accord	John Doe	Jax-Den	Select		Waiting	10:00
309446	F422	2011 Honda Accord	James Bernson	Jax-Den	Completed		Waiting	10:00
309305	F422	2008 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00
309443	F422	2011 Honda Accord	James Bernson	Jax-Den	Completed		Waiting	10:00
309383	F422	2011 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00
309411	F422	2011 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00
309431	T566	2011 Honda CR-V	James Bernson	Jax-Den	Completed		Waiting	10:00
309372	T566	2011 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00
309453	T422	2011 Honda CR-V	James Bernson	Jax-Den	Completed		Waiting	10:00
309312	F422	2008 Honda CR-V	John Doe	Jax-Den	Completed		Waiting	10:00
309406	T422	2008 Honda Accord	James Bernson	Jax-Den	Completed		Waiting	10:00
309424	T422	2011 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00
309444	F422	2011 Honda Accord	John Doe	Jax-Den	Completed		Waiting	10:00

**Video/Photo Evidence.** For transparency and ease of communication with the customer, videos or photos can better illustrate problems caught during the inspection, and they can be texted or emailed right to the consumer. A visual depiction of the problem has a better chance of educating and selling the customer on the service needed. If the inspection process results in the need for new tires, Service1One now has integration with Dealer Tire, which can locate the correct tires for the vehicle. RO summary estimates and photos can print, or be sent digitally, directly from the tablet.

Customer: Bradley Hansen  
 RO #329188  
 Work In Progress / None

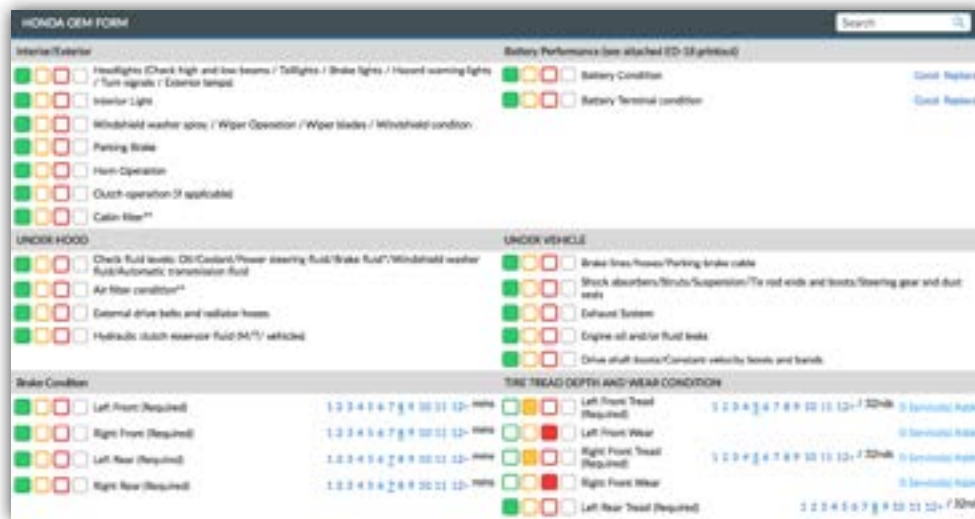
Customer Details:

- Contact Name: Tim Vandell
- Contact Phone: (999) 555-9004
- Customer Name: Tim Vandell
- Service Advisor: Demo User
- Vehicle: 2008 Chevrolet Avalanche 1500
- VIN #: 3GNFK12238G156808
- Hat/Tag #: Tims Demo
- Mileage In: 5000

Attachments:

Advisors can add a personalized voiceover to educate customers on problems found during inspection that need to be addressed.

**Service Repair Summary and Multi-Point Inspection.** Customer communications are vital; getting quick approvals on quotes and providing vehicle status to the customer. When providing the Service Repair Summary (SRS), the dealership can now also attach a contact card so that the customer doesn't have to search for contact information for the next time they need it. The SRS provides a copy of the multi-point inspection (shown here) and a cost quote for all the repairs needed. A digital file with the vehicle pictures and video can be included in the email or text to the customer. In response, the customer can provide electronic approval or decline of those repairs. No phone calls are necessary. A click on the check box notifies the dealership with a real-time pop-up that the RO is approved.



**Online Bill Payment.** New. For convenience, the customer can now pay online by accessing a 'Pay Invoice' link on their email or text from the dealership.

**Shop Dashboard.** Service1One offers valuable insight into how their product can assist dealers by using the process illustrated below. Dealers can easily see their Service metrics and where they are lacking. In the report shown below: On 938 ROs, inspections were completed on 848 for a 90.4% inspection rate. Out of those 848, 44% were provided at

least one additional service recommendation. Of those, 22.3% chose the additional service.

As a part of these metrics, the dealership is also provided with information about what the 'most approved' services are and what the 'most declined' services are at the dealership. This allows the management to identify areas of training, revise pricing, or create different merchandising.

