

# Grow Dealership Profits with a Digital Service Experience

Going digital makes a quantifiable difference for many dealerships trying to maximize dollars per repair order. The best way to increase service profit is to improve the service experience for your customers. To get the most out of every single service visit, you need focus on convenience, communication, and transparency.



**54%**  
of dealership gross profit is driven by fixed ops.



**50%+**  
of vehicle owners will drive further and pay more for an enhanced customer experience.



**75%**  
of top performing dealerships identify improving customer experience as a big part of their strategy.

\$ \$ \$ \$ \$ \$ \$ \$ **\$15.9 million** \$ \$ \$ \$ \$ \$ \$ \$

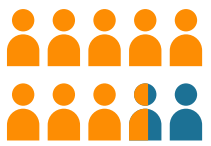
Lack of retention is costing millions per franchise dealer.

## Increase Convenience with Service Pickup and Delivery

Respecting a busy customer’s time is an easy way to earn satisfaction.



**89%**  
of consumers found service pickup and delivery appealing.



**86%**  
of consumers are satisfied with their service pickup and delivery.



**51%**  
of vehicle owners that used pickup and delivery had more services completed.



**82%**  
of consumers who have used pickup and delivery are likely to choose one dealership over another based on its availability.



**65%**  
of top-performing dealerships offer service pickup and delivery.



**\$275**  
Customers that used pickup and delivery spent more per repair order.

## Improve Communications with Texting

Every good relationship requires effective communication.



**89%** of consumers want to text with businesses.



**78%** say texting is the fastest way to reach them for service updates.

## Encourage Transparency with Picture- and Video-Based Messaging

To build trust, overcome common customer misperceptions.



**2 out of 3**  
customers do not trust auto repair shops.



**24%**  
increase in ASR conversion when multimedia is used.



**54%**  
of consumers are willing to pay more for service when pictures or video are offered.



**70%**  
increase in average dollars per RO when multimedia is used.

Xtime is the leading software solution for automotive dealer service departments, driving retention and revenue with technology and industry experts that help dealers meet changing customer expectations.

Grow Dealership Profitability with a Digital Service Experience.  
[Download the free eBook today.](#)

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