



# Show or Tell?

When it comes to additional service recommendations, you have a choice: **show or tell**. You can show your customers evidence of needed repairs, using high quality photos and video. Or, you can tell your customers all about additional service recommendations, trusting they'll understand and approve the repairs.

## Show for More Dollars Per RO

Sources: Xtime dealer data Mar 29–Aug 1, 2021.  
Analysis performed using 1,743 Xtime Spectrum Inspect dealerships.



# 47%

Conversion rate when **photos and videos** are sent to customers



# 82%

Dollar per RO uplift with **video**

## Show for Faster Approvals

Source: Xtime dealer data Mar 29–Aug 1, 2020.



# 49%

Percent of additional service recommendations approved in the first 15 to 30 minutes of receipt with **photos and videos**

# vs.



# 31%

Percent of additional service recommendations approved in the first 15 to 30 minutes of receipt without **photos and videos**

**Build trust through transparency.** Show your customers the service experience they expect while also increasing dollars per repair order with Enhanced Multi-Media, available as an add-on with Inspect.



Want faster approvals and more dollars per RO in your service department? **Schedule a demo at [xtime.com/show](https://xtime.com/show).**

