



# Increase Vehicle Inventory with Xtime

4 proven ways to source cars and stay profitable



## You can overcome supply chain challenges.

The current vehicle inventory shortage is here to stay, at least for a little while. But with the right strategies and technologies, you can find creative ways to source cars and stay profitable. Specifically, you can use Xtime and the following service strategies, developed for lean-inventory times, to acquire more cars:

- Review past service records
- Send trade-in reminders
- Facilitate service-to-sales communication
- Flag declined service recommendations



*In 2022, auto sales are down*

**18%**  
*year over year.\**

\*Source: <https://www.autonews.com/sales/auto-sales-through-june-down-18-chip-shortage>

## Review Past Service Records

Your service department can source cars much more effectively when your sales team can see which customers are trade-in ready and which cars are coming into the service drive.

With Xtime Invite, you can research and reach out to customers in your database with in-demand vehicles. In connection with your dealership's DMS, you can use Xtime to send your sales team notifications when these customers schedule service appointments.

With this information, your service and sales teams can work together to make offers and acquire high-value vehicles to increase your inventory.



*“ We haven’t bought a car at auction in over 8 years. We’ve learned the best place to get a used car is right there in our service department, where we can plant seeds in advance. We engage a salesperson on the customer’s first oil change and appraise everything that comes in. You’d be surprised how many people decide to make a deal. ”*

*—Kevin Cook, General Manager,  
Straub Automotive Group*

## Send Trade-In Reminders

In addition to your proactive efforts to source more vehicles, you can empower your service customers to initiate the trade-in conversation with your dealership.

With Xtime Schedule, you can add a simple option field to your online scheduler that reads, “I’m interested in exploring trade-in options for my vehicle.” Many service customers, especially those service-weary customers with repair-prone vehicles, are ready to have a trade-in discussion, even before they schedule a service appointment.

This approach to inventory acquisition gives both parties an easy way to get the trade-in conversation started and can help you build up your dealership’s used inventory.



*Xtime is  
trusted by*

**7,400+**

*Dealers.*

## Facilitate Service-to-Sales Communication

Xtime Inspect is designed to deliver a more transparent and convenient experience with intuitive technology.

With Xtime Inspect, you can set up and send automatic text or email notifications to sales managers anytime customers decline work over \$1,000. This will give your sales team time to meet customers while they are still in the dealership.

You can also use Xtime Schedule to set up the next day's appointment emails to go automatically to the used car managers, informing them which customers and cars will be on the service drive the next day.

*Dealers realize a*

**28x**

*ROI with Xtime Schedule\**



*\*Source: Data from all Xtime dealers between May 2021 and April 2022*

## Flag Declined Service Recommendations

Customers who frequently decline service recommendations, and those who come in with extensive and expensive service needs, may be showing signs that they're ready to make a trade-in.

Use Xtime Inspect to flag these customers who decline important or costly service recommendations as possible prospects for sales outreach. You can also use Xtime Inspect to create and manage email and outbound call center campaigns, based on customers who decline services.



“

*Can these solutions help solve inventory challenges? One thousand percent. In fixed operations... we control every transaction that comes into the store. So, if we're not on our game, utilizing the tools that we have through Xtime, then shame on us.*

”

*—Bill Demaree, Director of Fixed Operations,  
Tom Wood Automotive Group*

# Sync Xtime with Cox Automotive Technologies

To succeed in this low-inventory environment, you will need to shift strategies and adopt new processes in all areas of the dealership. Most importantly, you'll need your marketing, sales, service, and operations to all be in sync.

Xtime is part of a complete set of Cox Automotive technologies that enable your dealership to connect workflows and leverage first-party transactional data from the world's most trusted consumer automotive solutions.

The automotive industry may be facing serious vehicle inventory challenges, but your dealership can find success with the help of Xtime. Employ these proven strategies for acquiring vehicles to outlast current supply chain challenges and keep profits high.

Visit [Xtime.com](https://xtime.com) to see how you can source more cars and stay profitable.

