



xtime
by Cox Automotive

Service Solutions for Inventory Challenges

5 strategies to help your
dealership face down
industry obstacles.

Inventory shortages are here to stay.

At least for a while. With fewer cars to sell, profitability problems could arise. However, despite supply chain concerns, many dealerships are succeeding now. These thriving dealerships are facing down industry obstacles—including inventory challenges—to find success by:

- Accelerating the adoption of digital technology
- Maximizing usage of data

To thrive in this unique inventory environment, your dealership can do the same. Use these service strategies, specifically developed for lean-inventory times, to acquire inventory and overcome supply chain challenges.

Review Past Service Records

Use technology and past customers' records to tip off your team to potential acquisition opportunities. Look for specific signals that a customer may be ready to buy, including:

- Past shopping behaviors
- Frequency of repair visits
- Expiring leases

58%

of thriving dealerships create personalized, 1-to-1 marketing and communications to customers using data from external web sources and their CRM.

Trade-In Reminders

Build up your dealership's used inventory by buying from customers with repair-prone vehicles.

- Configure Your Online Scheduler: Give service customers a chance to tell you if they're trade-in ready by adding a simple option to select, "I'm interested in exploring trade-in options for my vehicle" when they book service.

Facilitate Service-to-Sales Communication

Bring your sales team into the service loop.

- **Develop a Service-to-Sales Process:** Proactively seek out after the most wanted cars and invite the sales team to spend more time in the service department.
- **Facilitate Sales Reviews of Service Appointments:** Bring your sales and service teams together to identify prospects based on vehicle type, as well as maintenance and repair history.

33%

of thriving dealerships use cross-departmental data to spot opportunities.

Flag Declined Service Recommendations

Customers who decline important or expensive repair recommendations may be ready to make a trade.

- **Identify Acquisition Prospects:** Flag service-weary customers and create a process for your sales team to follow up with a trade-in offer on a newer, lower maintenance vehicle.
- **Use Technology to Automate the Process:** Set up automatic text or email notifications to sales managers anytime a customer declines work over a specific amount to catch them while they are in the dealership.

Develop a Dealership-Wide Plan

To survive and even thrive in this low-inventory environment, you will need to shift strategies and adopt new processes in all areas of the dealership. And most importantly, you'll need your marketing, sales, service, and operations to all be in sync. Look for a complete set of solutions like Cox Automotive's that connects workflows across all departments while leveraging first-party transactional data from the world's most trusted consumer automotive platforms.

The automotive industry is suffering from major challenges, but many dealerships continue to find success. To thrive right now and into the future, consider accelerating the adoption of digital tools and maximizing the use of data. You can also employ proven strategies for acquiring inventory that will help you outlast current supply chain challenges to keep profits high for as long as inventory is low.

Secure your NADA demo at CoxAutoInc.com/NADA2022/Xtime



About Xtime

Xtime is the leading end-to-end software solution that drives customer loyalty and revenue for automotive dealers in each stage of the service process. With easy-to-use technology and industry experts, Xtime helps dealers meet changing customer expectations. As an advanced, connected solution that provides exceptional support, Xtime is committed to helping dealers deliver the ultimate service experience. Through transparency, convenience, and trust, Xtime Spectrum—comprised of Schedule, Engage, Inspect, and Invite—facilitates more than ten million service appointments monthly. Xtime is part of a powerful set of solutions from Cox Automotive that help your marketing, sales, service, and operations workflows stay in sync.

For more information, visit **Xtime.com**

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using vehicles easier for everyone. The global company's more than 27,000 team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Dickinson Fleet Services, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto®, and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with annual revenues of nearly \$20 billion.

For more information about Cox Automotive, visit **CoxAutoInc.com**

Sources

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Cox Automotive. Lean Inventory Playbook: A Practical Guide for Aligning Dealership Strategies with Inventory Shortages, 2021.