

**HOW HIGH-PERFORMING
DEALERS TURN TO
FIXED OPS FOR**

RETENTION, REVENUE & REPURCHASE GROWTH

**Xtime Insights from the 2026
Cox Automotive Fixed Ops
and Ownership Study**



xtime
by Cox Automotive

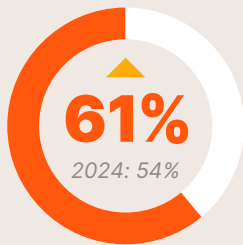


INTRODUCTION

VEHICLE OWNERSHIP IS CHANGING— AND SO IS THE ROLE OF THE SERVICE DEPARTMENT

Consumers are keeping vehicles longer, delaying purchases, and spending more on service over the vehicle's lifetime.

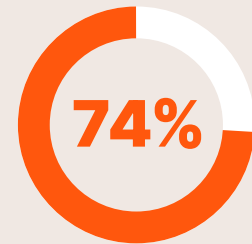
However, the **2026 Cox Automotive Fixed Ops and Ownership Study** found that dealerships are struggling to keep from losing share of service visits, despite growing revenue.



**Length of Ownership
Over 5 Years 2025***

**10
YEARS**

**Average Age of
Disposed Vehicle***



**Shoppers Planning
to Delay Purchase***

*Based on current conditions
(e.g., economy, prices, etc.)*

**Service is now the primary driver of customer retention,
revenue, and future vehicle sales for dealerships.**

So how can dealers avoid leaving money on the table? The answer lies in fully utilizing their digital tools, maximizing early engagement opportunities, and building trust at key moments.

This guide breaks down **four essential takeaways** from the study and shows how solutions like **Xtime Schedule, Engage, Inspect, and Invite** help turn these insights into measurable results.

*2025 Car Buyer Journey Study; 2025 Consumer Market Update. Shoppers defined as those intending to purchase within the next 12 months. Arrows indicate significant difference between years at the 95% confidence level.

TAKEAWAY 1

SERVICE SUPPORTS PROFITABILITY THROUGHOUT THE CUSTOMER LIFECYCLE

Every service visit contributes to the customer relationship and helps maximize customer lifetime value for the dealership.

\$12K

Estimated **service spend**
during ownership period.*

80%

of service spend happens after
5 years of vehicle ownership.*

89%

of customers with prior dealership
service experience intend to
return for future service.*

2x

Returning service customers are
~2x more likely to buy **another**
vehicle from the same dealer.*

What This Means for Dealers:

Service is where a dealership can reinforce—or lose—customer trust and loyalty.

How Xtime Helps:

- **Schedule** empowers customers to book service appointments at their convenience—including that vital first visit after purchase.
- **Customizable menus** build trust with easy-to-understand pricing, promotions and service recommendations that set expectations during the scheduling process.

*2026 Cox Automotive Fixed Ops & Ownership Research, Xtime data, The Zebra research. Estimation is based on the following assumptions: 1) 2.4 average service visits a year, 2) average length of ownership is 8.4 years, and 3) average RO per visit is \$615 (among Xtime dealers).

TAKEAWAY 2

TRANSPARENCY DRIVES HIGHER APPROVAL RATES & HIGHER RO VALUE

When customers understand the “**why**” of your service recommendations, they say “**yes.**”

\$230

Customers who receive **photos/videos** spend \$230 **more** per repair order.*

49%

of customers are more likely to approve services when you provide **visual proof.***

53%

of dealers who offer photos/videos say it increases **consumer trust.***

45%

of customers receiving photos/videos are **more likely to recommend** the service department to others.*

What This Means for Dealers:

Trust and transparency are essential for building fixed ops revenue.

How Xtime Helps:

- **Service Multimedia Pro** delivers photo/video-based service recommendations that give customers more confidence in making decisions.
- **Inspect** presents multi-point inspection results with digital estimates and offers online approvals to eliminate friction and delays.

*2026 Cox Automotive Fixed Ops & Ownership Study.

TAKEAWAY 3

DIGITAL TOOLS IMPROVE THE CUSTOMER EXPERIENCE

Most customer frustrations revolve around speed of service, pricing, and inconsistent communication. High-performing dealers solve this by using digital tools to make key parts of the service experience more transparent and predictable.

High-Performing Dealers Offer:

Online Scheduling*



81%
High Performers
72%
Others

Mobile Check-In*



21%
High Performers
12%
Others

Progress Tracker*



25%
High Performers
18%
Others

What This Means for Dealers:

Customer experience wins and keeps the customer.

How Xtime Helps:

- **Schedule** provides 24/7 online scheduling based on actual shop capacity for faster, more efficient appointments.
- **Engage** personalizes the service experience, speeds check-in, provides real-time updates throughout the visit, and offers customers flexible payment and financing options.
- **Inspect** lets the dealership send digital estimates to increase pricing transparency while **Service Multimedia Pro** backs up recommendations with high-quality photos and video.

*2025 Cox Automotive Service Industry Study, 2026 Cox Automotive Fixed Ops & Ownership Study. High Performers are defined as dealers who self-report as both more efficient and more profitable in fixed operations.

TAKEAWAY 4

SERVICE LOYALTY DIRECTLY FUELS REPURCHASE & REVENUE GROWTH

Positive fixed ops experiences don't just help dealerships retain customers—they create future buyers.

\$3,195

is the cost when consumers begin considering **trade-in vs. repair.***

33%

of service customers want to discuss getting their **trade-in value.***

86%

of high-performing dealers have an established process for **service-lane acquisition.***

88%

of consumers say service experience impacts their likelihood to **return to the dealer for repurchase.***

What This Means for Dealers:

Your next vehicle sale starts in the service lane.

How Xtime Helps:

- **Schedule** lets you know when a vehicle you may want to acquire is coming into the service lane.
- **Inspect** pulls together service history, previously declined work, and pricing, so you'll know when the potential trade-in trigger cost has been reached.
- Integration with **vAuto** lets you build an acquisition workflow that includes vehicle appraisals and trade-in offers, leading smoothly to the next sale.

*2026 Cox Automotive Fixed Ops & Ownership Study.



CONCLUSION

ELEVATING YOUR FIXED OPS WITH DIGITAL SOLUTIONS

The opportunities to grow fixed ops profitability have never been greater—but they require a shift in approach.

Consumers expect:

- Transparency
- Speed
- Personalization
- Digital-first experiences

Dealers who deliver on these expectations will:

- Increase customer loyalty
- Grow RO value
- Improve retention and repurchase rates

Use the full suite of Xtime solutions for every customer to help your dealership maintain relationships and drive the next sale.



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