



# Service Technology Buyer's Kit for Your Dealership

Use this buyer's kit to help choose the right technology for your dealership's service department. Ask the right questions up front, get the most out of each demo, and justify the investment to your stakeholders.



# Ask Yourself these 7 Questions When Evaluating New Service Lane Technology

There are a multitude of service lane technology solutions available to fixed ops leaders like you, but they may not all deliver on what you need. So, how and where do you start your evaluation process?

Right here. Use these questions to help you determine which options should move forward in your assessment.

## 1. WHAT ARE YOUR GOALS?

This is incredibly important. If you don't define exactly what processes you want to change or exactly what you need the product to do for you, you may get swept up in bells and whistles versus your actual needs when you demo the software solutions. Define your objectives and use them as your guide.

## 2. DOES THE SOLUTION MOVE YOU FORWARD?

Times have changed. Your employees have changed. And your customers have certainly changed. If you're going to invest time, energy, and capital into a new technology platform for your service department, make sure it gives you the ability to do more than meet the status quo. Find a tool that helps you deliver today's customer and employee communication and interaction preferences for a better service experience.

**89%**

Even before social distancing 89% of consumers preferred to communicate with businesses via text messaging

SOURCE: TWILIO

## 3. HOW DOES THE TECHNOLOGY PLATFORM TRANSLATE INTO YOUR CURRENT PROCESSES?

When you adopt a new solution, you likely expect some changes in the service lane. The trick is planning for it. Outline your current processes, then map the functionality of the new technologies you are considering to the way you do business today. Are there any deal breakers for your dealership?



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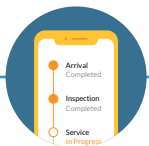
Choose Valet Service Pickup  
or Self Check-In



Receive eMPI



Sign Off on  
Service



Service Tracker



Online Bill Pay



Contactless Pickup or  
Valet Drop Off



Digital Marketing

## **4. CAN THIS SOLUTION MAKE MY PROCESSES BETTER?**

You don't have to throw out the baby with the bath water. But, with the rapid changes 2020 brought us, you are likely looking at what operations do need to evolve. If you're trying to support a more digital experience, your processes have likely already shifted. Can the technology you're evaluating enhance, not hinder, those processes?.

## **5. WHAT INTEGRATIONS DO I NEED?**

If you're looking to connect the entire service experience, think about what visibility your team needs and where you may gain efficiencies. Talk to your team and see where they find gaps. Do techs have to spend time walking to the parts department? Could service stalls turn more quickly? Are your advisors still spending an abundance of time on the phone? Also think about your overall connection with the dealership. Do you need DMS integration to avoid double data entry?

## **6. IS IT EASY TO USE?**

A technology solution may meet the requirements you outline from the other questions, but if it's not easy to use, adoption and use at your dealership may be an uphill battle. Look for a modern interface, like your favorite website or app on your phone. Additionally, make sure it's intuitive and easy to learn for your employees and your customers.

## **7. HOW WILL THE COMPANY SUPPORT YOU?**

Look beyond the technology. Find out if the company who creates the solution is ready to truly partner with you. This means you want to find out if they offer more than customer support when you have questions about system functionality. The support should be responsive and available when you need it, and training for you and your staff should be ongoing, well beyond installation and onboarding. The right company should only consider themselves successful when you are. They should work to help you find opportunities to grow revenue and then help you define the strategy and tactics to get you there — performance management at no additional cost.

# Service Platform Demo Checklist

Once you've answered the seven questions and narrowed the solutions you want to demo, use this checklist to make sure the solution you move forward with has the right functionality to attract talent and retain customers with the safe service experience required today.

- ☐ Your customer could easily navigate the interface to book an appointment in a short amount of time.
- ☐ Your customer can choose from rideshare and service pickup and delivery options.
- ☐ If your customer chooses to drive their car in for service or maintenance, they are able to check in for their appointment from their phone.
- ☐ Your employees can work on devices familiar to them like tablets and phones with mobile applications.
- ☐ The tool aids your service advisors in sales by showing them things like factory recommended maintenance and previously declined services.
- ☐ The tool includes all data you need to drive dollars per RO like recall and tire information.
- ☐ You are able to deliver the full electronic multipoint inspection digitally to your customer's mobile phone or computer.
- ☐ The technology platform allows you to send images and videos by email or text with additional service recommendations to your customer.
- ☐ Your customer can approve service recommendations from their phone.
- ☐ Once a customer has signed off on service, your advisor, the technician, and the parts department will receive notifications automatically.
- ☐ While your customer's vehicle is in for service, the tool will send your customer status updates each step of the repair or maintenance.
- ☐ The tool will facilitate chat among your team so they may send rich media to one another and easily collaborate.
- ☐ Your customer can securely pay their bill online after receiving their invoice by text or email.
- ☐ The service platform will capture and help you to market declined services.
- ☐ You will be able to target customers through marketing to help you fill designated timeslots or sell specific repairs.



Use this PowerPoint  
to Guide Stakeholder  
Conversation and Justify  
the Investment in Service  
Lane Technology

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