



Fixed Operations Change Management Guide

Use this resource to lead a successful service technology implementation at your dealership.

A BLUEPRINT TO SERVICE DEPARTMENT ADVANCEMENT

As you evaluate and select technology solutions for your service department, create a plan to involve your team, engage change ambassadors, celebrate each step, and sustain the change to bolster employee adoption of the new tools for success in your dealership.

Change may not be easy, but status quo won't get you where your customers want you to be—fully digital. We'll help you through it. Follow this change management best practices guide for a smoother transition and buy-in across the dealership.

There are several established change management models. We've assessed the most well-recognized and compiled this guide based on dealership operations.

DISCUSS

When it comes right down to it, your people will be the reason your technology adoption prevails. For your team to drive a favorable outcome, they need to understand the why behind the decision to change in the first place and be a part of the entire process. This will help your team feel some ownership in the success of the new solution and the processes that will change once the technology is implemented.



TO DO:

Have genuine, open dialogue with your team about current challenges and concerns. You don't want the solution to be a sentence that is passed down, rather a collective step forward.

70% OF CHANGE PROGRAMS FAIL TO ACHIEVE THEIR GOALS, LARGELY DUE TO EMPLOYEE RESISTANCE AND LACK OF MANAGEMENT SUPPORT.

Source: [McKinsey & Company](#)

DESIGNATE AMBASSADORS

You need champions for your new service department technology. Peer-to-peer discussion can help build excitement for dealership advancement as your ambassadors of change help teammates better understand how the technology solution will impact their day-to-day work lives.



TO DO:

As you discuss the need for change, look for individuals with significant interest and genuine enthusiasm to involve throughout the process. Look beyond leadership and managers for people to represent their department's interests as you move forward with the change or implementation of technology for your service department.

WHEN PEOPLE ARE TRULY INVESTED IN CHANGE, IT IS 30% MORE LIKELY TO STICK.

Source: [McKinsey & Company](#)

DEFINE MILESTONES

Successful change requires a progression of steps toward your goal. The end of the process shouldn't be the only thing you celebrate. Take a little time along the way to acknowledge progress to keep morale high, everyone engaged, and the entire team moving in a clear direction.



TO DO:

Whether it's adhering to a communication cadence, adjusting processes to get the most ROI from your service technology solution, or completing necessary training, map all the steps out in a linear fashion and acknowledge each time you move one step closer to completing the change.

HIGHLY ENGAGED EMPLOYEES ARE 87% LESS LIKELY TO LEAVE THEIR WORKPLACE.

Source: [Qualtrics](#)

SUPPORT & SUSTAIN

Keep going — the implementation of new technology is not the end. You need to continue managing the change. Take a look at what you've learned so far, reinforce the use of the tool, and show your employees what it is doing for them so they don't revert to the behavior you wanted to evolve.



TO DO:

Assess what you've experienced to this point. If part of your plan didn't go as intended, readdress, and make the necessary shifts. You want this change to be rooted in your culture to help emphasize the need for the tool and the importance of adoption.



TO DO:

Take a look at the analytics and speak to your team members individually so they can see exactly how the tool helps them. When your advisors and technicians realize the efficiencies they've gained, and how it impacts their pay, they will quickly become engaged in tool utilization.

DIGITAL-FIRST COMPANIES ARE 64% MORE LIKELY TO HAVE EXCEEDED THEIR TOP BUSINESS GOALS.

Source: [Adobe](#)

You put in a lot of work evaluating and selecting the right technology for your service department. To get the return on investment you need and deliver the experience today's customer (and employee) expects, you have to manage the change. That includes involving your team, selecting champions to help drive excitement and adoption, observing milestones to stay on track, and continuing to support the change well after implementation so that the technology you select becomes embedded in your culture.

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(888) 463-3888 | INSIDESALES@XTIME.COM | XTIME.COM

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