

A FOCUS ON FIXED OPS

SAFEGUARDING
DEALERSHIP
GROWTH AND
PROFITABILITY

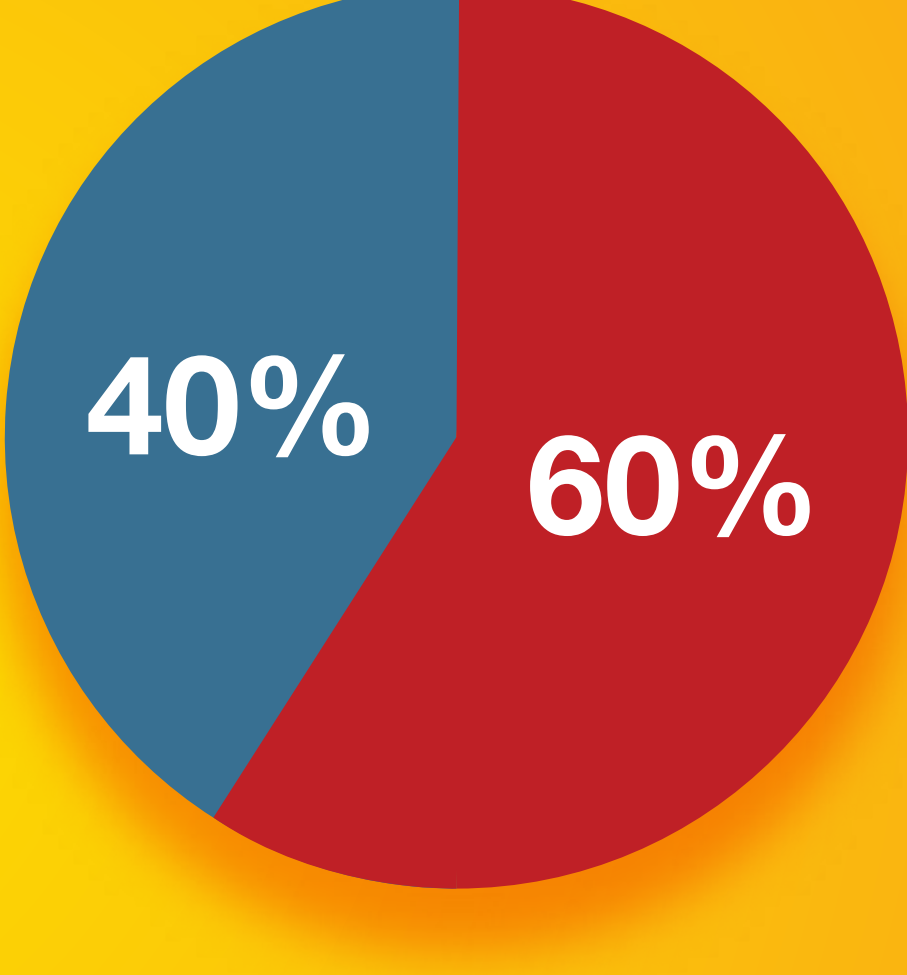
Sales plateaus and slimming margins have combined to cause dealerships to rethink their business strategies. Service departments are no longer an afterthought. Instead, they've become profit centers and tools for increasing customer loyalty and retention. **But with an added focus on fixed ops comes an added need for service efficiency.**

SHIFTING FOCUS TO FIXED OPS

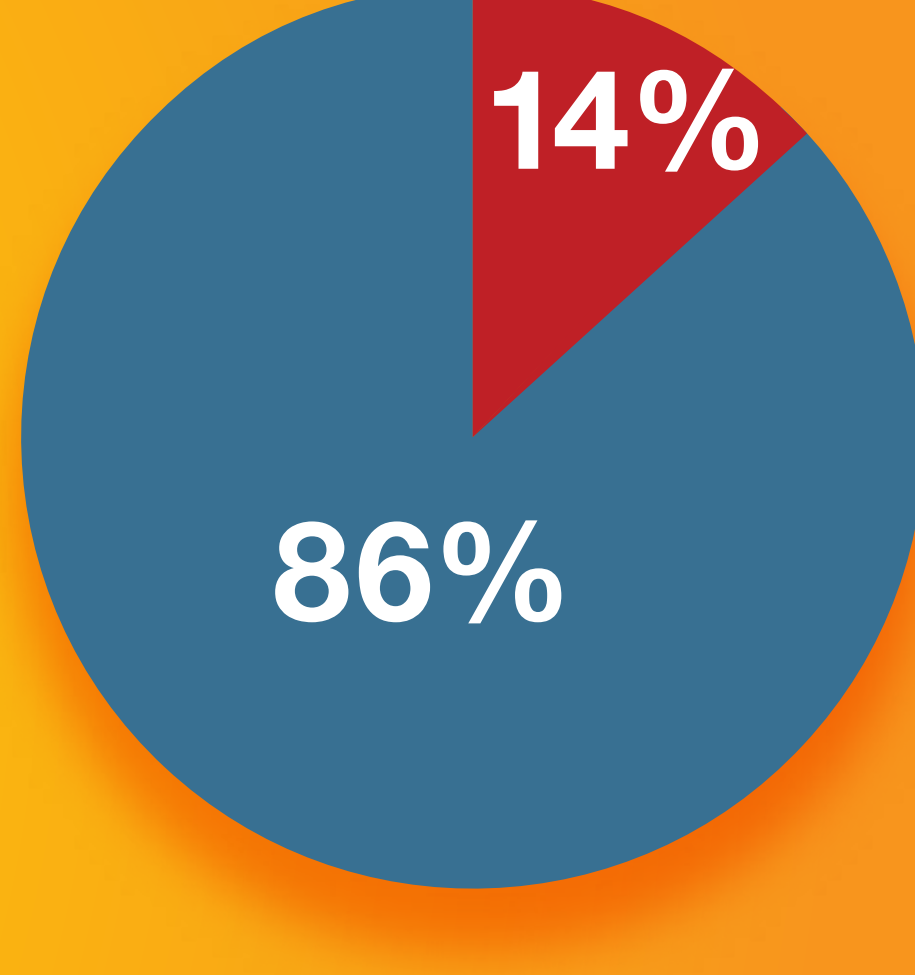
GROSS PROFITS

In 2018, fixed ops made up just **14%** of dealership revenue, but **60%** of dealership gross profit.

GROSS PROFIT



REVENUE



■ Fixed Ops
■ Vehicle Sales

CUSTOMER RETENTION

Fixed ops doesn't just contribute to service profits. It also improves sales retention.

74%

of dealership service customers are likely to return for their next vehicle purchase.

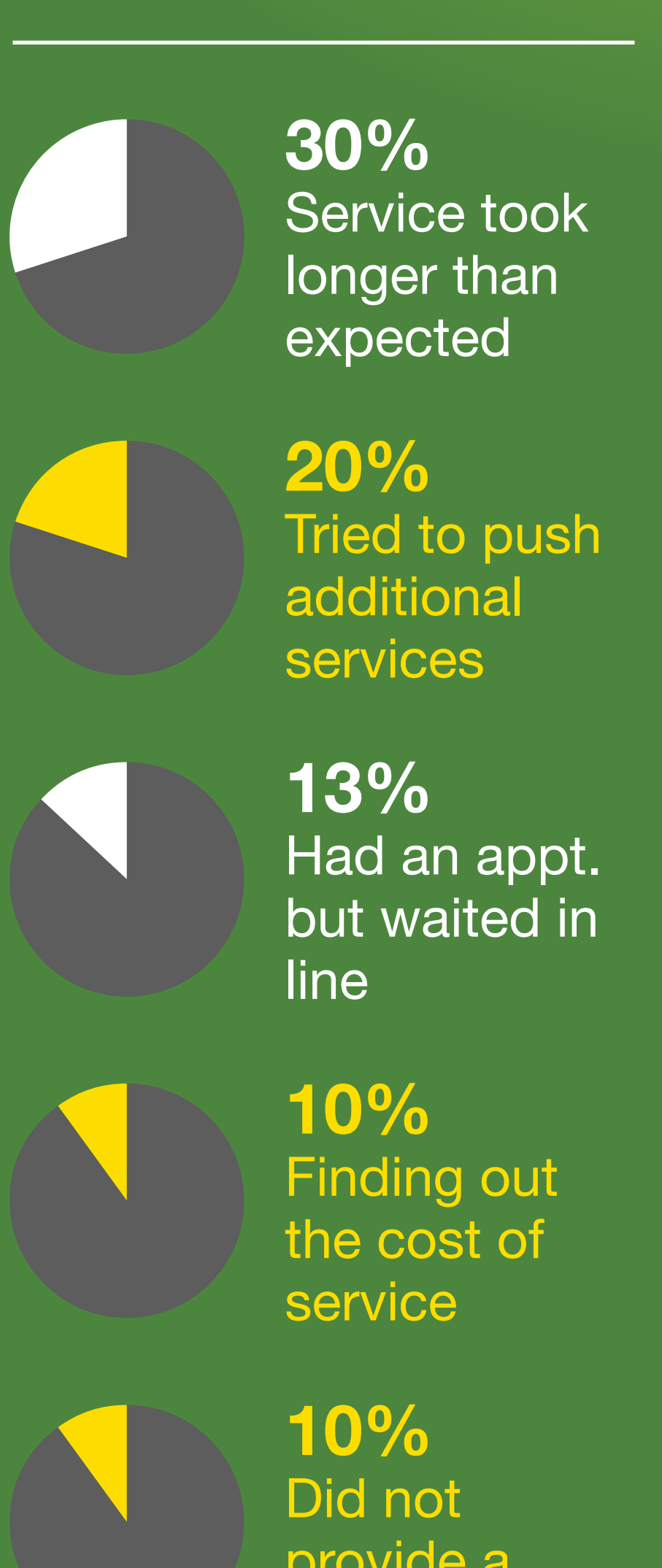
35%

of non-service customers are likely to return for their vehicle purchase.

PUTTING EFFICIENCY TOP OF MIND

62% of franchise dealers are concerned with increasing the efficiency of their service process.

CUSTOMER FRUSTRATIONS



The most satisfied service customers spend less than **2.5 hours** at the dealership.

WHAT CAN DEALERS DO?

-
- Add shop capacity**
 - Weekend hours
 - Employee overtime
 - Maximize service department potential**
 - Leveraging technology to show customer data at all touch points
 - Have a strong connection between service and CRM
 - Overcome location concerns**
 - Mobile mechanic
 - Pick-up and drop-off services

With a shift in focus to fixed ops, finding ways to increase efficiency can add value to your customers' experience and profit to your bottom line.