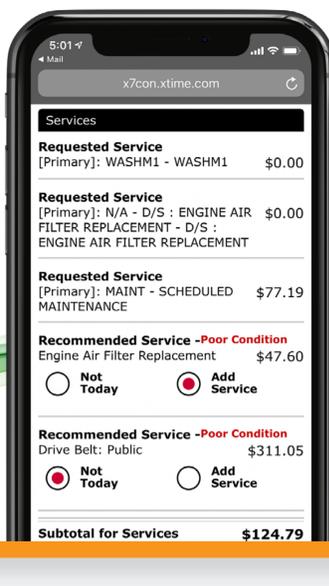


Who's Getting Your Declined Service Dollars?



58%

of recommended services are **declined**.

Why do vehicle owners decline services?



Lack of Trust



Lack of Budget



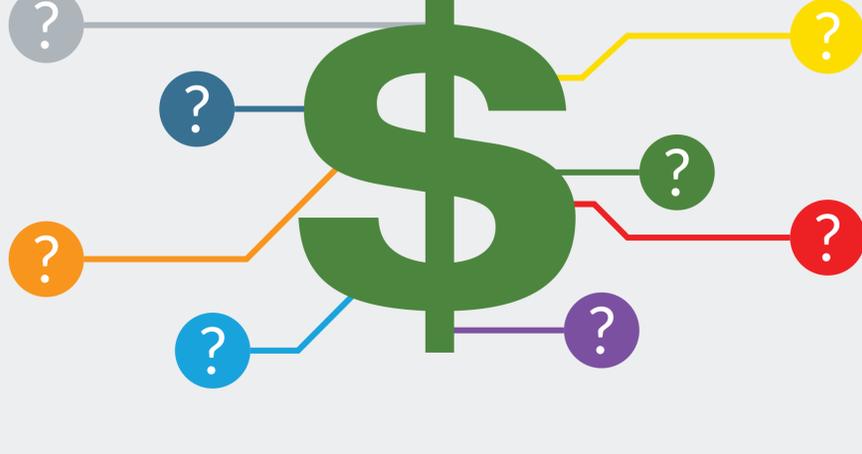
Lack of Time



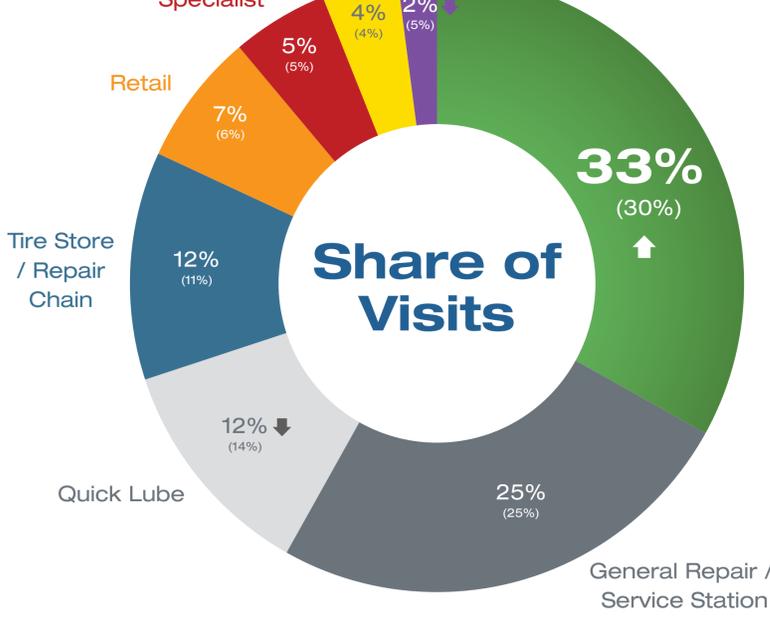
Lack of Dealership Financing

Where do those service dollars go?

Vehicle owners have options when it comes to automotive service.



67% of service visits aren't at the dealership



What's the cost of straying customers?

\$266B

Total annual lost revenue across all franchise dealers, including declined services.

\$15.9M

Total annual lost revenue per franchise dealer, including declined services.

How can dealerships recapture declined services?



- Capture** During Inspection
- Store** Electronically
- Target** Previous Declined Service Customers
- Promote** Across the Vehicle Service Experience

Sources:

The Cox Automotive 2018 Service Industry Study
 Tim Clay, 3 Quick Tips for Handling Declined Service, DigitalDealer.com
<https://xtime.com/blog/2017/11/17/volume-29-what-to-do-about-declined-services/>