



Fixed Operations Technology: A Guide to Address Leadership's FAQs

**A helpful resource for discussing
dealership stakeholders' questions
about service software adoption.**



You're So Close

You have been thorough. The quest for the technology solution that fits your service department is not a journey you rush. So you've asked the right questions, included the right people, defined your requirements, and justified the investment. Then you attended demonstrations of the technology that best aligned to your criteria and recommended the solution most suited to help your service department meet its goals.

Now you're ready for the final frontier. Use this guide to navigate any remaining dealership stakeholder concerns and questions.

33% of projects fail due to lack of senior management involvement

Source: PMI, University of Ottawa

FAQ 1

How do we know we will see a return on investment?

The return on investment (ROI) you and your leadership demand from your service technology will be rooted in the experience it can help you provide for your customers.

Even in 2018, 55 percent of consumers that participated in the Cox Automotive Service Industry Study said they would choose one dealership over another if it provided online service cost estimates. Similarly, those same consumers felt moving service appointment steps like scheduling, ASR approval, estimate approval, in-service status updates, and bill payment online would improve the overall service experience.

Today, your customer not only prefers those digital experiences, but they need it to feel safe. For you to successfully show an ROI on your technology investment, you need to get customers in the door, keep them, sell ASRs, and recapture declined services—digitally. Show leadership the technology you've selected ticks those boxes:



Book Online



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

In March 2020, dealers with Online Approvals found percentages of customer responses, approved recommended services, and dollars per repair order were all higher than March of 2019.

Online Approvals, an Xtime Inspect feature, gives service advisors the ability to share additional service recommendations digitally, improving communication and transparency.



In April 2020, the average dollar amount recommended was up

8% year-over-year

Source: Analysis performed using 1,700 Xtime Spectrum dealerships

FAQ 2

What disruption should we expect in our service department?

A learning curve is inevitable when it comes to installing new technology. What your leadership likely wants to know is that you and your technology partner have a plan in place to speed adoption and manage the change. Here's how you address this question:

A. Walk through your change management plans.

It will show you've been thoughtful about how to make a smooth transition with buy-in from employees and leadership. If health and safety are concerns for in-person installation, include the virtual training selection in the plans you share.

B. Provide a detailed installation timeline, including the steps involved.

This will help demonstrate your technology partner's commitment to business continuity at your dealership. You should include information on how your service technology provider will prepare themselves and your dealership for the installation and training.

C. Commit to a regular cadence of updates.

Leaders can become nervous when communication stops after they've sponsored a project. Help quell those fears by including stakeholders on the daily training summary your new technology provider will send, as well as the final readout once installation and training are complete. The final report should include team member technology and process adoption notes and any risks to ongoing accomplishment. Your stakeholders' input will be invaluable should you need to create a game plan to address project success.

70%

of change programs fail to achieve their goals, largely due to employee resistance and lack of management support

Source: McKinsey & Company

FAQ 3

Once installed, what kind of support will we have for ongoing success?

Your dealership leaders want to know that your technology company is a true partner to your service department—beyond implementation and initial training. What did you discover while researching software solutions that makes you certain the one you've recommended has your back? Use this sample list to create one with your findings and share it with your stakeholders.



Performance Managers

There is a team dedicated to the success of our service department, and we will have a member of that team assigned to our dealership—at no cost. Not only are they helpful when it comes to tool utilization, but they also work with us and study our reporting to uncover opportunities that can help our dealership grow.



Ongoing Training

Virtual, on-demand training is always available for new-hires and for any employees that would like a refresher course or to dive deeper into a tool.



General Support

They make it easy for our service department to access help. Support is convenient, responsive, and available when we need them.

Your leaders will have questions. And they should. The good thing is, you have the answers. With the initial work you put into defining your requirements and narrowing the field of technology solutions for your dealership, you can meet stakeholder questions head on, and this guide will help you through it.



Xtime is an end-to-end software service solution that drives customer loyalty and revenue for automotive dealers in each stage of the service process. We do this by providing easy-to-use technology and industry experts that help dealers meet changing customer expectations. We are a committed dealership partner aiding your delivery of the ultimate service experience.