

AS SEEN IN



Capturing missed opportunities in service



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Over the past few years, Canadian vehicle sales have been strong, with new car sales reaching over 1.9 million units. Yet, while sales have risen, dealers continue to face a number of business pressures, including decreasing brand and dealership loyalty and squeezed profits.

Historically, dealers could turn to fixed operations to drive customer loyalty and bolster profits. After all, even the slowest day in service typically presents more gross profit opportunity than the best day in vehicle sales.

But, as I talk to dealers across Canada, many of them

are struggling to maximize loyalty and profit opportunities in fixed operations.

First, most dealers don't employ the same CRM concepts used in sales to their fixed operations. Second, most dealers don't electronically track recommended services when customers decline.

Finally, technicians spot problems, but under-trained or over-worked advisors don't take the time to sell those additional services. Sometimes, advisors fear upsetting customers. Other times, advisors are more worried about getting other work done.

The common thread is that dealers let parts and service sales walk out the door every day due to poor processes and inefficiencies.

The good news is refining fixed operations processes and improving efficiencies is easier than ever with newer technologies developed specifically to target the customer experience, dealer process compliance and team productivity.

These newer technologies help ensure service advisors complete vehicle inspections with the customer at time of

write-up, present recommended services and capture recommended repairs.

They have built-in tools that help service teams to communicate more effectively and efficiently about recommended work and record those recommendations.

They also help dealers follow up with customers who have declined recommended services to entice those customers to come back to the dealership.

Plus, these newer technologies have reports that enable fixed operations leaders to view important service process metrics, follow up immediately with customers who decline critical repairs and hold employees accountable.

To help capture more opportunities in fixed operations, the best dealers are investing in newer technologies and applying CRM concepts that enable them to improve operating performance and the customer experience. And, as a result, they are reaping the benefits in fixed operations revenue and profits as well as customer satisfaction. 

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