

3 EASY WAYS TO DRIVE FIXED OPS REVENUE & LOYALTY

Reputation, efficiency, profitability. That's what makes a service department successful.

Today's most profitable fixed ops departments drive a higher level of service by making customers a priority and maximizing service lane efficiency. At TEXT2DRIVE, the industry's leading communications platform, our customers successfully build loyal customer bases, create more efficient service lanes, and generate additional service revenue by differentiating their dealerships in three ways:

FOCUS ON CUSTOMER CONVENIENCE

You want to drive automotive service revenue. Your customers want a service experience that fits into their busy lifestyles. Achieve both by focusing on simple ways to drive customer convenience and fixed operational efficiency.

TEXT2DRIVE customers value the integrated text, chat, video, invoicing, mobile checkout with advanced fraud protection, and vehicle pickup scheduling that our platform offers. If your customer communications platform doesn't have these built-in features, then you're missing out on easy money. Dealerships using our platform typically experience a 90-second response time with 92% of customers choosing mobile checkout. As a result, they're able to drive up to \$100,000 in increased monthly revenue and a 35% boost in CSI scores.

"TEXT2DRIVE has been a key platform for our automotive group to expand and drive demand generation. Any auto dealer group or dealership can install with confidence knowing it will drive profit to the bottom line." - Brian Milleman, New Country Auto Group



**FIXED
OPS JOURNAL**

— SPECIAL OFFER —

FREE SETUP

& Lifetime U.S.-Based Support

(VALUED AT \$2,499)

go.text2drive.com/foj-offer

\$47,908,035

TOTAL Q1 2021 REVENUE
GENERATED FOR TEXT2DRIVE CUSTOMERS

BUILD TRUST & TRANSPARENCY

It's no secret that people think they're getting ripped off at a dealership's service center. You have the power to change that customer mindset by increasing transparency so your customers feel confident in your staff's recommendations and which services to approve.

Getting customer approvals for repairs is easy with TEXT2DRIVE Video WalkAround, which empowers your service techs to share photos and video of vehicle issues along with audio and text commentary. Our customers who used this solution experienced a 47% increase in RO approvals and 25% improvement in service department loyalty.

"I can send a picture of bad brakes or a video showing a bad wheel bearing, and that makes selling the job easy when the customer is not available to show them in person. [TEXT2DRIVE] has streamlined how I talk with customers and is now a must-have tool in any service lane." - Matt McDonald, Customer Experience Manager, Auto Dealership

STAY TOP-OF-MIND

Staying connected with your customers is critical to generating more revenue and providing a higher level of service that your competitors can't match.

It's never been easier to maintain your customer relationships and keep your dealership top-of-mind. In 2020, TEXT2DRIVE's customers sent 25 million texts (85.6% automated) for recalls, service reminders, and more, which generated \$68 million, reduced parts obsolescence by 54%, and increased appointment show rates by 10%.

"The ability to send out recall notifications has netted us about an additional \$48,000 a month in warranty revenue." - Rick Stubbs, Service Director, Auto Dealership



By Gregg C Owen
COO, TEXT2DRIVE



FIXED OPERATIONS
2021 AWARD WINNER