

Vol. 13, No. 1 - January / February 2016

FIXED OPS

A multi-layered rainbow cake with white frosting and colorful candles on top. The cake is presented on a silver pedestal stand. The layers of the cake are colored in a rainbow spectrum: purple, blue, green, yellow, orange, and red. The frosting between the layers is white. Several colorful candles (purple, yellow, pink, white) are placed on top of the cake. The background is a red surface with a white polka-dot pattern.

THE MANY LAYERS OF FIXED OPERATIONS

Time To Pay Attention To Tire Sales

Warranty Parts Margin Increase

Competing With the Independents

Would You Service Your Vehicle At Your Store?

THE ONE-STOP SHOP SOLUTION

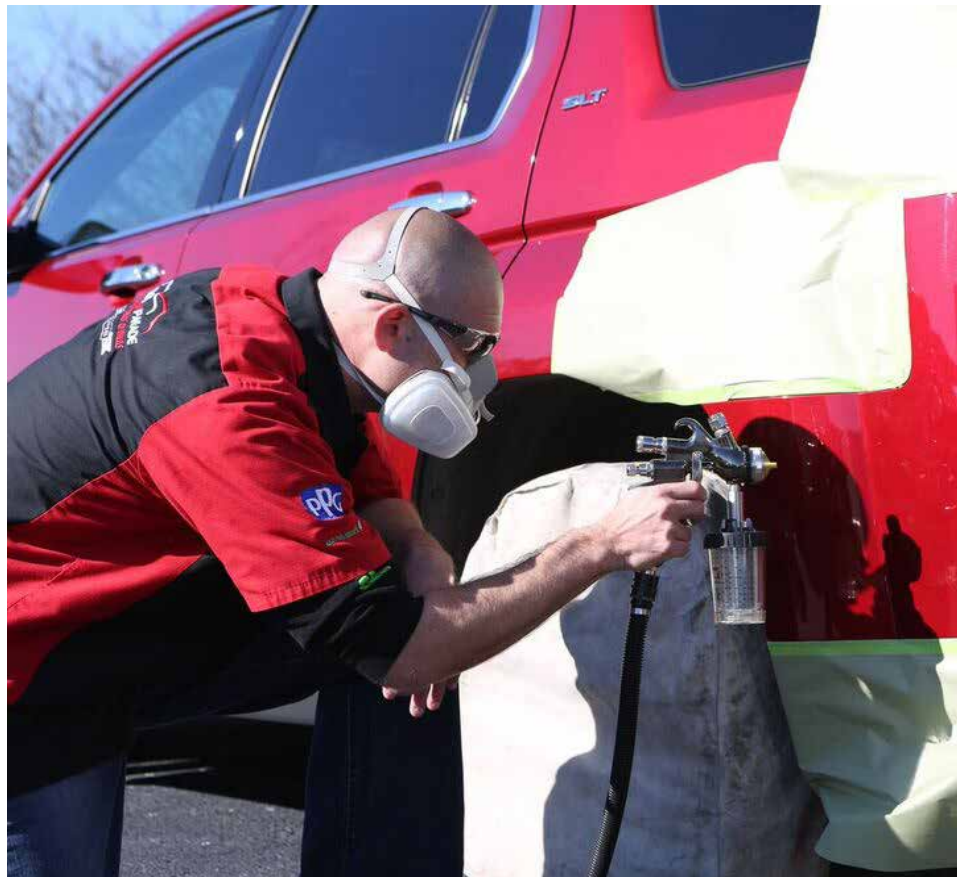
FULL-SPECTRUM SERVICE DRIVE OFFERS ALLURE TO CUSTOMERS

BY JEFF MARTIN

Nineteen years ago when I first started in the automotive industry, there was no such thing as a “one-stop shop” to take your car. If you needed a repair, you had to take your car to several different places. This would result in being left without a car for several days, unknown repairs being performed and, of course, a big number at the end of all those stops.

Now that we are in 2016, however, the game has completely changed for customers and dealerships alike.

Traditional services that dealerships offer are mechanical, including brake services, air and heating, transmission repair, electrical, fuel injection, alignments and vehicle inspections. Standard services such as these and regular vehicle maintenance are the bread and butter for dealerships. But what if you could take your car to a place that went above and beyond the traditional Service drive program? A place that performs more than just mechanical repairs and encompasses all your automotive needs simultaneously.





We are now living in a time in which a Full-Spectrum Service Drive exists for customers who are in need of a full range of services. In other words, customers can bring their cars to your shop for regular maintenance, but besides that, the Full-Spectrum Service Drive can also fix the mirror, a dent on the door and wash or detail the car before returning. All of these services in one place, without having to take the car elsewhere. Having a Full-Spectrum Service Drive thus builds a relationship between dealer and customers that keeps their business both continuous and consistent.

The consumer benefits of the Full-Spectrum Service Drive Program for your dealership are numerous, but convenience and speed are clearly Number One on that benefits list. The longer customers wait, the more time they have to spend finding a new location to service their car in the future. If you fix multiple repairs in a short amount of time, this creates a convenient and positive experience for the customer.

The last thing anyone wants is to pick up their car after a few days, then have to hunt around for another shop to fix some-

thing the first guys couldn't do. With good quality, speed and convenience, you create fewer headaches for your customer.

The dealer's advantage is to ultimately make more money and promote customer retention. Rather than servicing one thing, which may have been minor, you're completing multiple services all at once.

Here's an example that creates an opportunity for your dealership: someone brings

their car in for an oil change and mentions a paint scratch. You fix it while your customer is there for their oil change visit. You've then become the customer's one-stop solution. And you're helping to create a return customer.





So how do you go about effectively making your dealership a one-stop shop?

Educate Your Customer Base

First and foremost, your job is to educate your customers about this cosmetic repair service. If they aren't aware that it exists, how can you expect them to stop taking their cars to multiple places for their repairs? Use the full range of marketing tools available to you.

Your store has a social media presence. Be sure to utilize tools such as Facebook, Instagram, LinkedIn, etc. Your website should outline the types of services you offer in a clear and concise way. By making your information readily available both online and in person, it makes it easier for people to know what is available before they show up to have their car serviced. Especially services that they didn't expect to find!

Properly Train Technicians and Employees

Once you've done the legwork of reaching your customers, you have to show

them that they've made the right decision. Your services have to match up with what you said you would do. (Exceed your customers' expectations!) Provide the proper training to all your Technicians and employees. If you are offering services for multiple types of repairs, make sure you have Technicians who can do more than one job.

It's also important to have up-to-date equipment to carry out the repairs. If you don't, a viable option may be partnering with outside vendors that offer some of the services you want to include. Many of these service providers are willing to work on-site at a discounted rate in order to increase their sales and in turn build brand recognition among dealerships and retail customers.

