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mobiledealer DATA



A NEW VISION FOR DEALERSHIP SUCCESS.

All People See. The Advantage is to See How.

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A BETTER VISION FOR SERVICE PERFORMANCE

Service directors who embrace a better way of seeing their service floors, express lanes, parts departments, inventory lots, and customer waitlists find hidden revenue and CSI opportunities.

These service directors use cycle time management, which helps them identify and capture unapplied time losses throughout their workflow from customer arrival to vehicle delivery.

Cycle time management is a hidden opportunity in most every service department, points out fixed operations observer Ed French of AutoProfit Group, Fort Myers, FLA.

FOR EXAMPLE:

Unapplied Losses
Identify delays from arrival to write-up, staging to in-bay, and service completion to vehicle delivery.

Phase Duration
Measure the duration of each step in the service process to identify inefficiencies.

Peak Times
Analyze time data to pinpoint specific days or times that consistently experience longer service times.

*It's almost **impossible to diagnose these opportunities by unaided sight**, even by the trained eye.*

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BETTER REVENUE
FROM START TO FINISH

In automotive service, minutes matter.

"No one wants to wait two hours for an oil change," said Warren Weimer, Service and Parts Director at Corwin Toyota in Colorado Springs.

Despite being part of a brand known for efficient maintenance, Corwin Toyota's express service fell short of customer expectations. With wait times stretching to 2.5 hours, they risked losing valuable customer-pay business to quick-lube competitors.

All people see.
The advantage is to see how.



HERE'S HOW:

Weimer, a former master technician, knew precision timing was needed to win in the express lane.

> ***With this cycle time tool, we know at the 40-minute mark whether we're having an issue with a particular delivery. We can get help there immediately to meet our delivery promise.***

THE IMPACT:

AVERAGE WAIT TIME SLASHED . . .
from 2.5 hours to under 90 minutes

96% OF SERVICES
completed within 90 minutes

15 MINUTE SAVINGS
per repair order

64% OF CUSTOMERS
are now out the door within 60 minutes

But the benefits didn't stop there. Corwin Toyota saw a significant uptick in their Toyota Loyalty and Engagement scores and CSI (Customer Satisfaction Index), proving that speed need not compromise quality.

Based on a daily RO count of 70 for Corwin Toyota's Express Maintenance, the data support a 15-minute per RO savings through cycle time management. Recovering this unapplied time translates into 17.5 billable hours per day (70 x 15 minutes = 1,050 minutes / 60 = 17.5 hours).

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PROVEN TECHNOLOGY, CONSISTENT RESULTS

Originally a manufacturing term, cycle time refers to “time spent working to produce an item, complete a task, or provide a service, from beginning to completion.”

Managing cycle time is a common revenue-enhancement practice for collision centers that operate on insurer-dictated payment margins.

The transition of cycle time practice to the service department grew from dealers increasing the use of real-time vehicle and key location technologies.

These GPS and Bluetooth location devices have helped end the frustrating scramble and lost time to find missing car keys and vehicles on dealership properties, at vendors, or on test drives.



By using GPS and Bluetooth cycle time analysis and management in the service department, dealers add bay turns, increase billable hours, and realize CSI improvements from:

- Workflow efficiency
- Timeline diagnostics
- Reversing unapplied time
- Removing delays to speed to sale
- Meeting delivery promises

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SEEING BETTER POSSIBILITIES

*All people see. The Advantage is to see how with **ServiceVision™** from Mobile Dealer Data.*

Here's to looking at your shop differently — seeing what you've never seen before. Here's to managing workflow to rescue unapplied time and unproductive minutes that hold revenue and delivery promises captive.

A better vision that provides specificity into the efficiency and revenue possibilities inherent in every movement in the service intake-to-deliver flow.

Such a vision of service is long overdue – and is now here,

ServiceVision™ from Mobile Dealer Data.

See what **ServiceVision™** and the entire suite of **DealerVision™** service department time-centric productivity advantages can offer you.



FOR A FAST DEMO, VISIT:
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Mobile Dealer Data™ is a cloud-based technology productivity company using real-time location technology to improve time and asset management for auto dealership service departments, reconditioning operations, inventory management, and vehicle key management.