leadership solution

corporate training manager & dealership consultant for Auto/Mate | krock@autosuccessonline.com | 💓 @AutoMateDMS

OU ST HANDWRITING REPAIR ORDER ESTIMATES? REALLY?

Are the service advisors at your dealership still handwriting repair order (RO) estimates? I'm guessing, based on interactions with many of our customers, that up to 50 percent of dealership service departments still handwrite estimates. If your service department is one of them, your dealership could be losing out on substantial profits.

Believe it or not, your dealership management system's (DMS) service estimate feature is more accurate and has a better memory than your service

advisors. Plus, electronic ROs are more professional and convenient for the customer. So, why aren't more service departments using them?

Getting some people to change is like pulling teeth. When it comes to changing processes and behavior within a dealership, I always recommend a two-pronged approach: mandate from above and make sure employees receive enough training so they feel comfortable with the new system.

Fully adopting electronic ROs has been proven to increase shop productivity as well as profits per job. These benefits are realized with the following features:

Technician Accessibility

When an electronic RO system is used, techs can access all information about the vehicle and the customer, including the repair history of the vehicle. In addition, techs can add notes to the RO as well as request parts electronically. The system automatically punches them in and out, eliminating the need for time clocks.

Access to Factory Information

Any time an RO is brought up on the screen, a tech or manager can perform a manufacturer inquiry from within the system with just a click of a button. All items will be displayed in a screen that can be easily added to the RO. All open recalls are displayed and automatically highlighted so they won't be missed, increasing revenue potential.

More Billable Hours

Here's a scenario with a handwritten RO: When a technician finishes a repair, he walks to the service manager's desk and waits for his paperwork for the next job. If the service manager is busy, the tech is standing there, waiting, unproductive. With an electronic RO system, the tech closes the job and immediately the next job pops up on the screen. No waiting necessary. This feature alone can add several billable hours of productivity for one tech over the course of a week.

Improves Customer Perception

Put yourself in your customers' shoes. Would you rather receive a barely legible estimate scrawled onto a dirty piece of paper, or a neatly

"Put yourself in your customers' shoes. Would you rather receive a barely legible estimate scrawled onto a dirty piece of paper, or a neatly printed, professional document that details all the work that needs to be done, along with parts and labor costs clearly broken down so you understand why it costs what it does? And, when the customer arrives to pick up their vehicle, their invoice is ready for them in the system - no waiting for the service advisor to finalize it."

printed, professional document that details O

all the work that needs to be done, along with

parts and labor costs clearly broken down so you understand why it costs what it does? And,

when the customer arrives to pick up their vehicle, their invoice is ready for them in the

finalize it.

parts are in stock.

customer.

system - no waiting for the service advisor to

Speeds Up Parts Pricing and Availability With handwritten ROs, service advisors must

look up parts prices. This takes time, and

remember that minutes add up to hours. If

your DMS is integrated with service pricing

but it will also let you know whether those

If your service department is using mobile tablets that are fully integrated with your DMS,

creating ROs is a snap. Just push a button and

enter in the customer name, phone number

customer is dropping off their vehicle for an

oil change and the service advisor notices a

an estimate, then print it or email it to the

Turn Declined Repairs Into Jobs

When an electronic RO is created, all

vehicle and customer history is displayed.

recommendation, the system will display

that so the service advisor can re-visit the

recommendation with the customer. With

handwritten estimates, on a busy morning,

customer history and may forget about the

previously declined repair. That's potential

revenue being flushed down the drain.

service advisors may not have time to pull up

Whatever excuses you may still be using to avoid

without it and why it took so long to change.

training are required for most process changes within a dealership. The transition may

cause some initial grumbling among service

me, it won't be as painful as pulling teeth —

and the benefits will be worth it.

department employees as they adjust, but trust

In order to be successful, mandates and

If the customer previously declined a repair

cracked drive belt, they can immediately create

and license plate number or VIN. If the

Mobile Tablets Make It Easier

guides, the system will not only automatically pull up the most recent, accurate parts prices

Perform a Multi-Point Inspection on Your Fixed Ops Department:

- Item
- 1. Net Profits Hig
 - 2. Customer Pay
- 3. CSI Scores Abo
- 4. Q Lube ROs @
- 5. Service Absorp

How'd You Do?

switching to an electronic RO process, be aware that your service department's bottom line is suffering as a result. The good news is, once you make the switch and everyone has time to adjust, vou'll be wondering how vou ever lived

We'll come to your dealership to perform a FREE Profit Potential Analysis and deliver a Profit Improvement Plan that puts Your Customer FIRST—all at no obligation.

SERVICE DRIVE PROFIT CENTER The Recon Advantage Program by Colors on Parade simplifies processes, eliminates risks, and fixes costs for dealerships. Certified technicians provide high guality repairs while corporate support offers consistent pricing and centralized business services. With CarLove, your reconditioning can become a fixed operations profit center.

BY COLORS ON PARADE

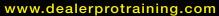
FIXED RECONDITIONING COSTS





	Yes	No
her Than Last Year		
Traffic Up 10%		
ove Average		
\$125+ Each		
otion @ 100%		

If you answered "NO" to ANY of these questions, you need DealerPRO to inspect your Fixed Ops processes and find hidden profit opportunities.









1-888-553-0100

5