



The Company:

Bill Black Chevrolet
Cadillac
Greensboro, NC



The Challenges:

- Cumbersome process for accessing vehicle-specific information for each visit.
- Wanting to present the right services for each customer—not overselling or underselling the customer

The Solution:

ServiceAdvantage

The Results:

- Increased customer satisfaction and trust
- Increased incremental sales

Chevrolet-Cadillac Dealer Increases Customer Satisfaction and Trust

Back in the day, typewriters were all the hype. Typing letters and papers in a nice, neat format was much more effective than scribbling out something by hand. But then the word processor came out, rendering the typewriter obsolete, which led to the prevalent use of computers in most homes and businesses. Once again, technology improved and made us more productive at home and at work. In much the same way, paper service maintenance menus and service wall signs have fallen by the wayside, and OEConnection's ServiceAdvantage electronic maintenance menus have become the way of the future, helping service departments throughout the country improve efficiency and profitability.

Dealerships use maintenance menus to present the variety of services they provide to customers. Paper menus do a good job of letting customers know some services that are available, but they can't include every service. Furthermore, because paper menus aren't specific to each vehicle and need to be updated regularly to reflect pricing changes, and dealers quickly realize that paper menus aren't the best option. Contrast this with ServiceAdvantage, which can be updated regularly and provide customers with only the necessary services for their vehicle at their particular mileage. These menus help advisors to never miss services that are necessary for each vehicle – making customers happy by keeping their vehicles running in optimal condition, and increasing service department revenue in the process.

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Some dealerships didn't even have paper menus to present maintenance service recommendations to their customers. Bill Black Chevrolet Cadillac in Greensboro, NC took a different approach. Service Manager Lee Tucker and his advisors relied on a GM system to get the appropriate maintenance services for each vehicle. "It gave us all the required maintenance for each vehicle, but we'd then have to determine what dealer services we needed to offer," commented Tucker. "And using the program was cumbersome – it took way too many clicks to finally get to the page you needed."

Many dealers have discovered the inefficiencies of paper menus and have consequently made the switch to ServiceAdvantage electronic maintenance menus. Being able to present the needed services for each individual vehicle in a professional format has greatly helped dealers improve customer satisfaction and trust, and as a result they've increased service department sales. Tucker has taken a unique approach to using ServiceAdvantage to help boost



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service sales. Their department mails maintenance reminders with coupons, and also includes a ServiceAdvantage menu with each direct mail. "It's worked pretty well – the customers are coming in with the coupon and menu in their hand. It's the best way to get the information into their hands, and they're much more receptive to purchasing the services when they receive the ServiceAdvantage menu in advance," added Tucker.

ServiceAdvantage electronic maintenance menu programs aren't about piling on un-necessary services. Instead, the program boosts sales in the service department by recommending the necessary services to keep a customer's vehicle running properly. "We don't want to oversell or undersell our customers, and it helps that these menus show exactly what GM recommends for the vehicle to maintain performance. We can also print menus for future visits to let them know what to expect, which just adds to the trust factor," Tucker adds.

Personalized ServiceAdvantage electronic maintenance menus can easily be created for each customer. "ServiceAdvantage is so easy-to-use! In seconds, I have all the factory and dealer services that are recommended for that vehicle and they can then be presented to the customer," comments Tucker.

Tucker has specific goals for his service department, and ServiceAdvantage helps him achieve each of those goals.

"GM is big on the OnStar Vehicle Diagnostics program where we get notified when one of our customers is due for vehicle maintenance." Upon notification from this system, Tucker then sends an email to the customer and attaches a ServiceAdvantage menu, and has had quite a few customers bring those menus in with them for service. "We're trying to do the best possible job we can with the Vehicle Diagnostics program, and the electronic maintenance menus help with that. We also aim to grow our customer pay business, treat our customers professionally, and aim to not oversell or undersell any customer, and our ServiceAdvantage program helps us greatly with these initiatives," added Tucker.

Bill Black is just one of the many dealerships across the country utilizing ServiceAdvantage electronic maintenance menus to boost service sales and increase customer satisfaction. After making the switch, dealers soon realize the return on investment of the program. "A lot of times there are more services necessary for the vehicle than we realized, and ServiceAdvantage helps us to never miss the appropriate services," added Tucker.

As time rolls on and the world becomes more sophisticated, the dealerships at the forefront of this change are those that will benefit most. Bill Black Chevrolet Cadillac is one dealership using ServiceAdvantage as an advanced technology solution, helping them improve customer satisfaction, increase retention, and drive sales and profitability in their service departments.

