

CASE STUDY

# Hatfields leverages OEC BookLink solution to increase service bookings

Since October 2023, Hatfields, who operates Jaguar & Land Rover Retailers, has worked together with OEC to achieve impressive results.



BookLink, the established dealership booking software from OEC, has helped dealerships book more than 61,000 repair appointments last year. **Since adopting BookLink in October 2023, the eight Hatfields sites generated approximately £95,000 in service bookings with an average of £272 per vehicle.**

The BookLink solution provides customers with 24/7 access to the platform, allowing customers to make repair arrangements at their own convenience. This is an increasingly practical expectation with **26% of bookings made outside of standard dealer hours.** Most vehicle bookings are for vehicles 3 years old or under, and the most popular requests are for oil services and full services.

**“The solution improves the customer booking experience and frees up about 30 minutes per booking for our aftersales departments”,** said Kevin Walter, Group Aftersales Manager at Hatfields.

On average, dealers make two calls to reach customers and amend conflicting bookings before then making corrections within their dealer management system, adding 20 to 30 minutes of administrative time.

“Dealerships can now spend more time with the customer and offer other services that further improve the customer relationship,” Darren Pettitt, Service Product Manager at OEC.

BookLink is already an established platform for many dealerships. To learn more about how BookLink and the additional OEC products can help you, visit [oeconnection.com](https://oeconnection.com).

### About OEC:

OEC is a leading technology provider for the aftersales industry, building networks for manufacturers, dealers, repairers, and fleets that allow all connected stakeholders to thrive. We connect those involved in the vehicle parts and repairs ecosystem so they finally have an easier way to get their job done. They get access to the network and data needed to transform selling, sourcing, leasing, managing, billing, and claims. Learn more at [oeconnection.com](https://oeconnection.com).

### About Hatfields:

Hatfields has been synonymous with selling quality cars and providing excellent customer service for over 100 years. It is an independent, family-run business operating Jaguar and Land Rover retailers across the North of England and Midlands. Hatfields has a loyal customer following. Combined with knowledge and experience, their team has led the company to success, winning awards and accolades throughout the automotive industry.