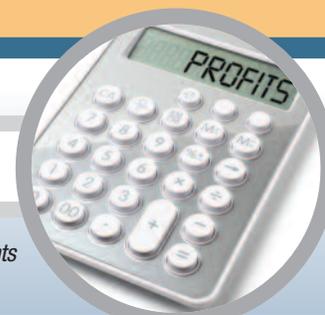


- Retention Soars, BDC Uses Xtime To Make It Happen

- 10 Tips for Getting More Customers To Book Service Appointments Online

- Lexus of Pleasanton: 3 Key Steps to Growth



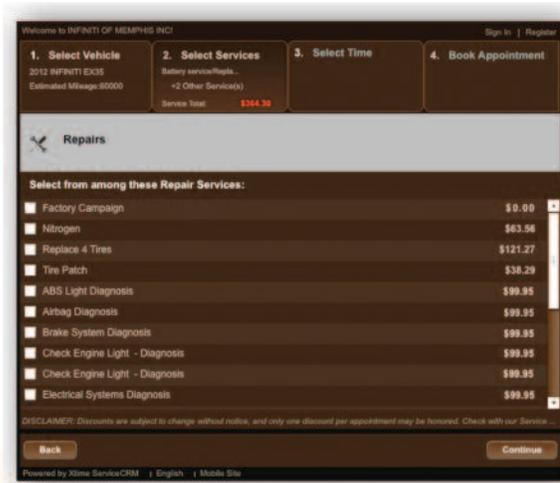
Xtime ServiceCRM™, the Cloud Based Integrated Solution for Customer Satisfaction, Retention and Shop Management

# In Focus

Across the nation, more than 4,500 auto dealers have made Xtime their choice for online scheduling and service customer relationship management. At Xtime, we are committed to making sure that our clients—the service managers, advisors and business development center representatives who interact with the system every day—are comfortable using Xtime from the day it's deployed. Our designers' overriding goal was to make Xtime intuitive and easy-to-use, ensuring that new hires would need minimal training to get up to speed, while service advisors and others who were used to using a different system would have a smooth transition.

In our discussions with our clients, we've found that to be true. We've also learned that while many dealer personnel quickly adapted to using particular aspects of Xtime, most aren't fully utilizing all of its capabilities. For example, maybe you and your staff are booking appointments in Xtime, but you could use some ideas on tapping Xtime's marketing tools to drive customers into your service department. Or maybe you're offering online scheduling, but you haven't done much to encourage customers to actually use it.

That's what this newsletter is about. Each month, we'll bring you ideas on harnessing the power of Xtime to grow your service business, improve customer satisfaction and retention and to overcome common service department challenges. But we don't want you to just take it from us. We'll also bring you the on-the-ground experiences of dealers who are using Xtime to improve their own performance.



## Add it Up!

**13%** – Customers who book their own appointments online at Lexus of Pleasanton, CA

**91%** – Customers at Lexus of Pleasanton who showed up for their appointment when booking own appointment online

**27%** – U.S. auto dealers who use Xtime

## The WALL

“ Xtime has allowed us to elevate our service and increase our retention numbers. It's a proven tool that we now know we can't live without. ”

*Christine Ortiz  
Business Development Director, Oremor Automotive Group, Ontario, CA*

“ Your more tech savvy people, your more on-the-go people, they want to be in a little bit more control, whether it be on smart phones, PDAs or online at home with their computer. That's what Xtime will give you, plain and simple. It gives you that capacity 24-7, 365 days a year. ”

*Jim Cirimele,  
Parts and Service Director, Frontier Infiniti, Santa Clara, CA*

“ The show rate is higher when a customer makes their own appointment because they obviously have a specific time in mind they want to be at the dealership and get their work performed. So, if they can pick the time they want and be there on their terms, they're more than likely going to show up for that appointment. ”

*Anthony Insley, Assistant Service Director,  
John Elway's Crown Toyota/Scion Ontario, CA*

**Neal East**  
CEO, Xtime

### Want to Know More?

Xtime University is a comprehensive online resource with answers to dozens of questions.

We'd like to hear from you! Email us at [Xtimes@xtime.com](mailto:Xtimes@xtime.com) with your ideas, comments or suggestions.



Scan with your Smartphone for more information.

# Xtime Experts

## Ken Pletcher, Service Manager Lexus of Pleasanton, Pleasanton, CA

In 2011, 13% of service customers at Lexus of Pleasanton, part of the Hendrick Automotive Group, booked their own appointments, making the dealership among the top performers in that regard. But Service Manager Ken Pletcher isn't satisfied. "We should be at 40 to 50%, or higher," Pletcher said. "We have a huge area to grow. I think of myself. If I can make an appointment online, it's quicker. I can do it on my own time. And I can see what's available immediately."

Pletcher isn't just hoping online scheduling will grow. He has a plan to make it happen.

### Sales to Service Handoff

During the sales to service handoff, advisors set up customers with a username and password, and set their first appointment, usually for an oil change about three months out. Customers then get an email confirming the appointment and containing the service advisor's contact information, including email and cell, which helps to establish what they hope will be a long-term relationship, Pletcher said.



*"We have a huge area to grow. I think of myself. If I can make an appointment online, it's quicker. I can do it on my own time. And I can see what's available immediately."*

*Ken Pletcher, Service Manager  
Lexus of Pleasanton, Pleasanton, CA*

### Incentives for Customers and Employees

When a BDC rep schedules an appointment for a customer who needs, say, a brake job or a check engine light, the call-taker quickly uses Xtime to determine the customer's service history and when they're due for their next oil change or scheduled maintenance. The call-taker then offers to book a second appointment for the customer at a future date.

To encourage BDC reps to make the extra effort, they're spiffed \$3 per future appointment booked and confirmed with the customer. "The idea is to get the customer in for the current appointment, but hopefully I can get them back in 3 months or 6 months," Pletcher said.

The incentive for the customer? The future service is offered at a discount. For example, an oil change for \$39.95 instead \$79.95 or higher. If the customer accepts the future appointment, the BDC rep confirms the customer's email, creates an online username and password (the customer's last name is good to use) and emails that, along with the appointment confirmation, to the customer.

### Speed and Convenience

Janel Reavis, who heads up the BDC, says the Xtime system helps her get on and off calls quickly. "On the other program, we had to click to different screens for different steps. On Xtime, everything is on a single screen. The biggest thing we like is when we search for an appointment, it shows us multiple days and times throughout the whole week, and if they want to wait or take a shuttle, what times are available for that."

Pletcher believes that growing the number of customers who book appointments online is going to drive business to his service department by offering convenience that he can't offer with a phone-based appointment system. "If you call my store, even though I have five people taking calls, if you're the 6th person calling you get voice mail. If you do it online, the appointment is set and you're moving on."



## Christine Ortiz, Business Development Director Oremor Dealer Group, Ontario, CA

When Christine Ortiz was asked to establish a BDC for the Oremor Dealer Group in Ontario, CA, she knew that to justify the expense over the long term, she was going to need to provide a solid return on investment. That meant she'd need more than have a room of call-takers waiting for the phone to ring.

### Building a Customer Concierge Team

Ortiz established a BDC that systematically goes after every opportunity to retain new car buyers as service customers, and to entice customers they hadn't seen in a while to return. Calling it a Customer Concierge Team, eight BDC reps are assigned a roster of customers to keep in contact with from the moment they leave the dealership with their new car. The customer's personal rep handles all communications with the customer, from calling to confirm upcoming appointments to reminding them about scheduled maintenance they're due for, to offering specials and promotions.

To make the Concierge Team work, Ortiz turned to Xtime. "Xtime has allowed us to elevate our service and increase our retention numbers. It's a proven tool that we now know we can't live without," Ortiz said.

Her Concierge Team also schedules appointments for seven other dealerships in their group. Her reps appreciate how easy Xtime is to use, Ortiz said. As soon as they see a phone number or a name pop up on their caller ID, they can search for the customer's information, saving time for everyone.

### How Xtime Made it Work

"Xtime is extremely easy to use. In the old DMS, because it's so antiquated and more like a DOS program, it would take new hires a week to grasp the basics of scheduling and editing an appointment. Because Xtime is web based and a true point-and-click system, there is no learning curve. No one has to teach you how to navigate through it. It's obvious. Now our BDC representatives hate having to go back into the main DMS."

Staff at the dealership use the "customer alert" and "customer log" sections of the screen to make notes about why customer bought the car. "After they buy the car, we will call them and congratulate them," Ortiz said. "We might say, 'I see you got the 4Runner because you're expecting twins,' or, 'I see you bought a Sonata. It's a great car. I've had one for years.'"

### Reaching Out to Lapsed Customers

She also uses Xtime to track and reach out to "orphan," or lapsed customers, and to contact and schedule appointments for customers that have incomplete recall work. "What Xtime allows us to do is enter the specific criteria of any recall, usually a VIN number range or a make-model year range, and you can find anyone that matches that criteria, which ones have completed it and which haven't," Ortiz said. "When we contact them, about 70-80% will make the appointment. That's basically free money. You get your costs back from the manufacturer."

She also tracks which service appointments were the result of BDC reps answering calls vs. those that were made by her team reaching out to customers. "Xtime is a needed ingredient to help us succeed. We've netted over \$1 million in proactive service appointments," Ortiz said.

### The Payoff is Retention

Ortiz and her team's extra effort is showing in the retention numbers, which have steadily risen. Utilizing the Campaign function in Xtime has yielded tremendous results in customer retention for their entire Automotive Group.

"Xtime allows me to provide the personalized service that is the foundation of our group. We didn't just want to be a BDC. As the Customer Concierge Team, we believe we are truly offering a different experience."

*"Xtime has allowed us to elevate our service and increase our retention numbers. It's a proven tool that we now know we can't live without."*

*Christine Ortiz  
Business Development Director  
Oremor Dealer Group, Ontario, CA*

## Xtime Top Ten

### Building up Your Online Appointment Percentage

Among auto dealers, there's wide agreement that online scheduling is a "must have" that customers increasingly expect. Still, many dealers are averaging only 5-6% online bookings. But some dealers are already far surpassing that and have 10-20% of customers booking online.

Here are 10 simple steps to help get the word out to your customers about online scheduling.

#### 1. Make online scheduling easy to find on your website

Who is most likely to schedule an appointment online? Customers who are already on your website, perhaps to look up your phone number and address or to search for service specials. Make sure there's an easy to find service scheduling tab or button on your home page. Many dealers accomplish this with a link to online scheduling under a "Service & Parts" pulldown menu. Even better is Infiniti of Mission Viejo, Calif., which for example, has a "Make Appointment" link on its home page.



#### 2. Using Facebook or Twitter?

Your fans and followers on social media are likely a receptive audience for online scheduling. Include a mention of online scheduling on your Facebook landing page. You can also use your "wall" to post specials to people who schedule online. For example: "10% off brakes to anyone who schedules a brake appointment online by end of day." Include your web address. Remember to post specials sparingly though. Social media is about community. Avoid inundating people with offers.

#### 3. Remind customers about online scheduling on your hold message.

Everyone hates to be put on hold, and today's customers—who are busier than ever—have even less patience for waiting. Make sure your hold message lets customers know how quick and easy it is to book service appointments online. Your script can say: "We know your time is valuable. To schedule a service appointment, you can quickly book online by going to our website, [www.dealername.com](http://www.dealername.com) and clicking the 'Service & Parts' tab."

#### 4. Remind them on your after-hours message.

Your after-hours message should also direct customers to book service appointments online. Sample script: "If your vehicle needs service, you can leave a message that will be returned during normal business hours. Or, go online to [www.dealername.com](http://www.dealername.com) and click the 'Service & Parts' tab. All you need is your make, model and year."

#### 5. Get the word out to customers at the dealership.

Affix a label to every repair order receipt that lists your website and reminds customers about online appointment booking. Include a message about online scheduling on mirror hangtags, mouse pads on service and sales advisor's desks and on loaner/rental vehicle key chains. Add a flier with instructions on booking online along with loaner/rental vehicle agreements.

#### 6. Hook them right after they've bought or leased the vehicle.

During the sales to service handoff, walk the customer through creating a user name and password, and book their first service appointment (perhaps the 3,500 mile service). This not only gets customers started booking online, it drives business to your service department and helps boost your retention figures. Customers automatically receive an email confirmation of their appointment.

#### 7. Have BDC reps promote online scheduling.

Sometimes after customers buy a car, they're ready to leave and they don't want to spend any time meeting a service advisor or getting set up with a password and username. So have your BDC reps follow up and offer to create a username and password (their last name is an easy to remember one). Send that password info along with the appointment confirmation. Incentivize BDC reps for each appointment booked and confirmed.

#### 8. Have service advisors remind customers about online scheduling.

Include online service scheduling on service advisor's business cards. Ask them to mention online scheduling on their voice mail recording. "You've reached Doug Smith. I'm sorry I can't get to your call right now. If you need to schedule an appointment with me, it's very easy to do online at [www.dealername.com](http://www.dealername.com). Or, leave a message and I'll get back to you soon."

#### 9. Include a mention of online scheduling in all emails.

Xtime automatically generates emailed appointment confirmations. Make sure those include a mention of online scheduling.

Xtime's Campaign module also allows you to tailor marketing campaigns to specific customer groups. For example, you can send out a 30,000-mile service special to all customers in your database approaching that mileage. Make sure you remember to tell customers they can book online, and include a link to your site.

#### 10. Use Xtime's Campaign module to specifically promote online scheduling.

Send out a "Welcome to Online Scheduling" email blast to all of the customers in your database. Offer 10% off the first service booked online.