

Product Excerpt

2020 Research Report & Buyers Guide



Award Winner: Rising Star - Fixed Ops

nextup[®]

Built to streamline the service drive, Maintain is the up system designed to improve processes, maximize profitability, and enhance the customer experience. With this tool, Service Managers can quickly assess if service drive customers are being processed efficiently against their arrival time. In addition to reducing wait time and creating an efficient order of Advisors to greet customers, Maintain provides Service Managers a real-time view of which Advisors are currently working with customers and how their time is being spent. Improving the service drive process allows Advisors to work with new customers coming in while having the proper amount of time to follow up with others. Maintain provides the Service Manager with heightened control and an insight into the service lane that has never been possible before.

The Problem:

Many dealerships use greet staff in their service drive. For non-appointment customers, the greeter may be struggling to locate an available Service Advisor, and the customer doesn't understand why a Service Advisor won't help them. Dealerships that do not work with a greet staff can have overly aggressive advisors writing too many ROs and not working each one thoroughly. Customers with late-model vehicles pulling into the drive with no appointment may be pushed to the back burner by advisors assuming the RO will be minimal.

How It Works:

75% - 80% of a store's service customers typically have a set appointment. The problem is that 25% of customers will arrive with no appointment. Many dealers lack an efficient process for getting those customers through the service drive. Nextup has created a platform that automatically aligns available Service Advisors with walk-in customers; creating a more productive flow for all customers, Service Advisors, and the greet staff.

Stores with greeters will try to locate a Service Advisor that will help the non-appointment customer. Happening multiple times daily, that interruption between the Service Advisor and the customer who has an appointment is disruptive and time-consuming. Now, Nextup organizes the Service Advisors so they can be responsive

Fixed Operations

Nextup

Provides process efficiencies and accountability in the Service Drive, allowing Advisors to properly work each RO while building value with customers.



"We were challenged – we have 6 service lanes and 23 busy service advisors. Most of the time, they didn't want another customer. We had valets walking from office to office trying to find someone to handle the walk-in customer. Nextup has solved that problem for us."

Bob Evans
Guest Experience Director
Fletcher Jones Motor Cars



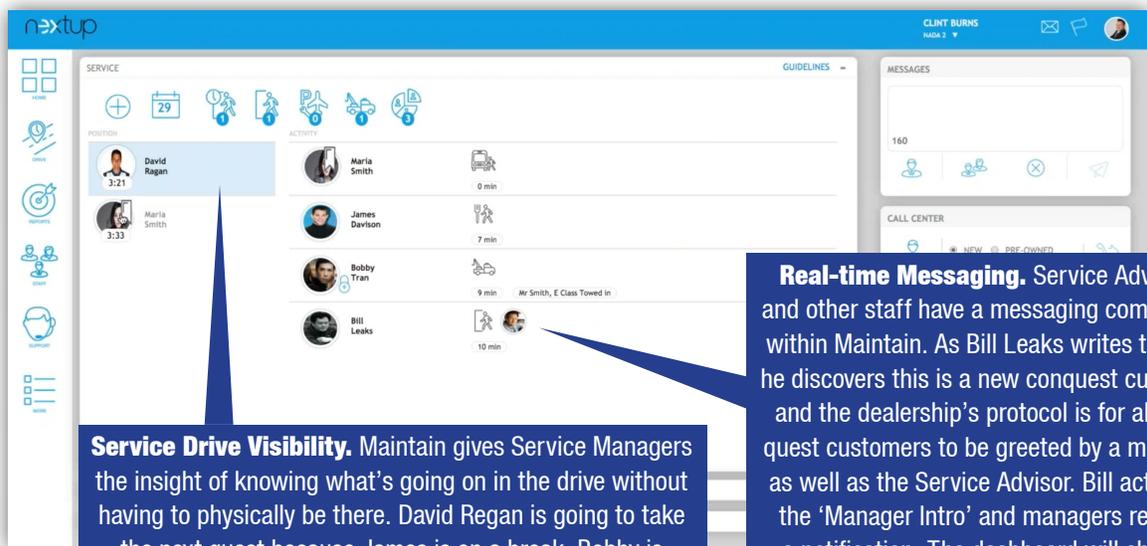
"Fixed Ops has always been the consistent source of dealership revenue. We are excited to introduce Maintain which is designed to streamline the service drive and increase profitability."

Clint Burns
CEO
Nextup

and accountable for each customer. For managers, it enables live visibility into the service drive so they can see every Service Advisor and the status of their RO. This documentation of an enhanced process and streamlined customer experience delivers the data needed for effective KPI reporting.

Assigning a Service Advisor. As they arrive for work, Service Advisors sign in and their names appear as they become available for assignment. Service screens (as seen below) can be set up by brand or, in larger stores, by service teams. The greeter would click 'walk-in' and a Service Advisor would be assigned. The timer will start and track the time the advisor spends with the guest. The next Service Advisors in line will get a push notification displaying the position they are in. This process is creating efficiency and accountability.

If no Service Advisor is available, the greeter can input the customer's name and they are listed in a waiting queue for 'unattended guests' with their arrival time notated.



Service Drive Visibility. Maintain gives Service Managers the insight of knowing what's going on in the drive without having to physically be there. David Regan is going to take the next guest because James is on a break. Bobby is taking the E-Class tow-in but has not delivered an RO yet. Bill has been with a walk-in guest for 10 minutes.

Real-time Messaging. Service Advisors and other staff have a messaging component within Maintain. As Bill Leaks writes the RO, he discovers this is a new conquest customer and the dealership's protocol is for all conquest customers to be greeted by a manager as well as the Service Advisor. Bill activates the 'Manager Intro' and managers receive a notification. The dashboard will show a picture of which manager got involved, how soon they arrived, and how long they stayed.

Customizable Interface. Fixed ops has more variables than sales so Maintain was created to be 100% dynamic. Service Advisors can be removed and added, and Service Managers can design the input process of Maintain to match the dealership's KPIs and marketing strategies. This store is located next to an airport and has customers who arrive for service that are responding to Park N Fly promotions so an icon was added to identify those customers.

Customers with scheduled appointments

Park N Fly. This particular dealership is beside an airport. Customers can park their car at the dealership and get it serviced while they are away.



Walk-in customers

Tow-in Vehicles or Drop-offs. Service Managers typically work with towed-in vehicles or those that have been dropped off before the service drive opens. Service Advisors are focused on the guests that are scheduled to come in. It's easy to put vehicles with no on-site customer on the back burner. The Service Manager can assign these vehicles to a Service Advisor, and they are not back on the 'available' list until the RO has been created.

Service Advisor Availability. Service Managers can create custom alerts to determine if Service Advisors are taking too many breaks or taking breaks at the same time. The system allows the dealer to set rules applied to breaks. Conversely, the Managers can also set up alerts to remind Advisors to take their mandatory breaks.

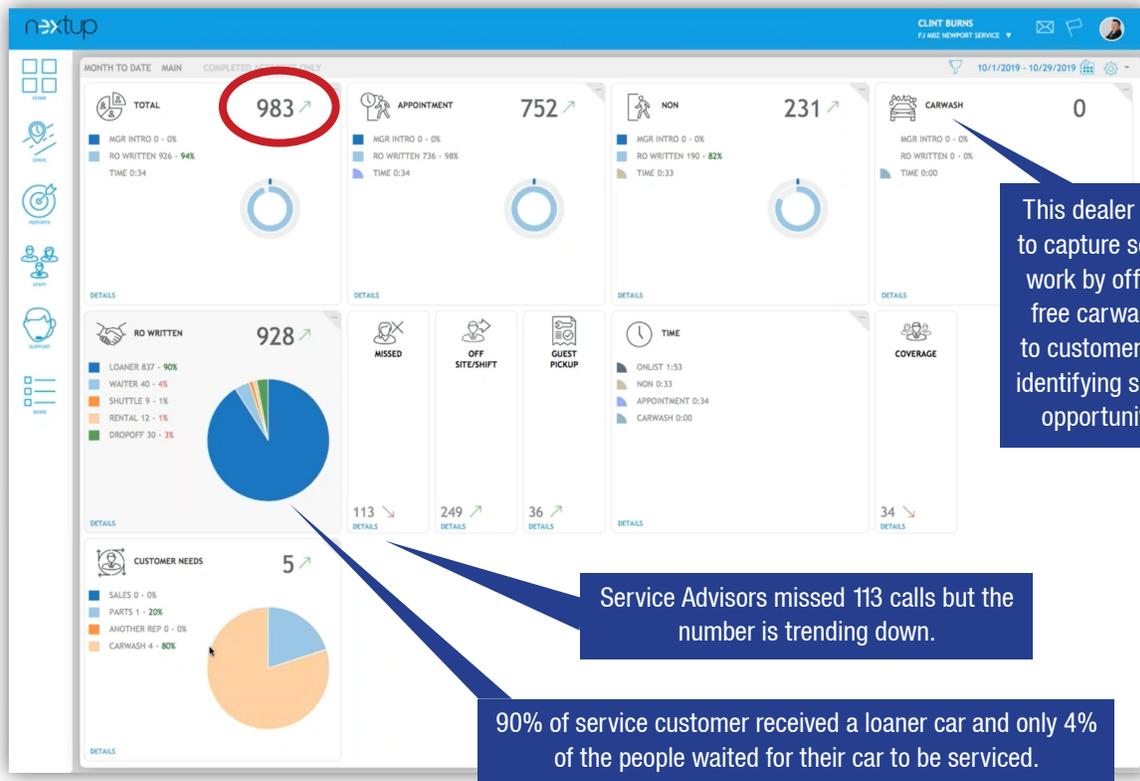
NAME	8AM-11AM	11AM-2PM	2PM-5PM	5PM-8PM	8PM-11PM
OnList	659	384	275		
Appointment	367	157	84		
NON	84	69	59		
Missed	33	35	32		
Off Site/Shift	32	152	13		
GUEST PICKUP	8	7	17		
No Coverage	7	10	3	2	0
CARWASH	0	0	0	0	0

Maintain gives the Service Manager kept insight into how the service drive should be staffed based on customer flow.

Customer Transportation. Dealers can better manage their resources if they can effectively track customer usage. Maintain collects information about the customer's travel. *Did they require a loaner vehicle, or was a rental supplied?* Shuttle usage is tracked, and Service Advisors can also note if the customer supplied their own alternative transportation or if they waited for their vehicle to be serviced.

Porter Activation. For those stores that have multiple porters, Maintain can create a list of porters in the back lot with an up system similar to Service Advisors. Each porter can be held accountable for how much time it takes to bring up the car. This tool streamlines the pick-up process.

Reporting Dashboard. Capturing specific data about customers and their service drive visits, the Service Manager can identify process gaps and take action. The report below shows 983 customers came through the service drive month-to-date and breaks those numbers down by appointments vs walk-in. Service Advisors wrote up an RO 94% of the time and their average time with the customer was 34 minutes. Managers can see which Service Advisors are taking walk-in customers. The dashboard also captures the number of manager intros. The green or red arrow by the numbers indicates whether the trend is up or down from the previous month.



What do dealers say about Maintain?

"We were challenged – we have 6 service lanes and 23 busy Service Advisors. Most of the time, they didn't want another customer. We had valets walking from office to office trying to find someone to handle the walk-in customer. Nextup has solved that problem for us. The Valet hits a couple of buttons and the Service Advisor is assigned. We can tell what the volume is, and we can hold people accountable. Our customers appreciate the responsiveness. We used to get comments like: 'I waited too long for somebody to help me.' Those days are gone."

Bob Evans
 Guest Experience Director
 Fletcher Jones Motor Cars