



## Increased Customer Satisfaction Lead to Record Sales in 2001

The National Automotive Dealers Association (NADA) reported that the “franchised dealership service and parts sales reached a record \$80 billion in 2001, a solid 8.5 percent increase from 2000. In recent years, increased competition from independent service stations and quick-lube centers have cut into dealerships’ efforts to lure more customers back for service work.”

“Franchised dealers have made a big investment in service and parts to maintain customer satisfaction. In 2001, franchised dealers provided more than 373,000 service stalls, employed 265,500 technicians, and carried a parts inventory valued at \$5.5 billion.”

Customer convenience and service will be the key factors to ensuring customer retention and satisfaction.

In an effort to reduce the appeal of the aftermarkets, dealerships are providing more customer service. NADA reports that to “boost customer convenience and make full use of their facilities, 61 percent of dealers offer either evening and/or weekend hours in their service departments. The average dealership service department is open 54 hours per week.”

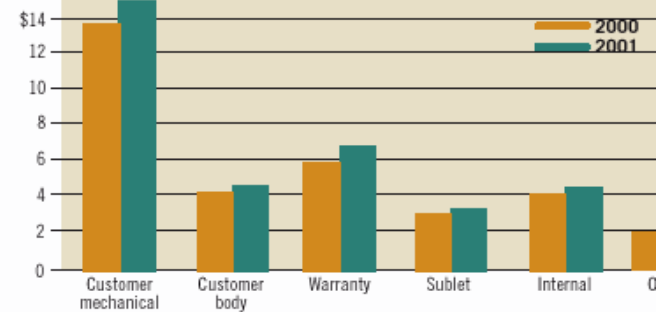
In light of these changes in the marketplace, ADP Hayes-Ligon is providing dealers with the latest technology in services, products, and tools to improve customer satisfaction and team efficiency. By enabling dealers to provide more professional and knowledgeable service, these products increase customer satisfaction and loyalty, increase dealer efficiency, and increase profit margins to record levels.

### Dealerships’ total service and parts sales

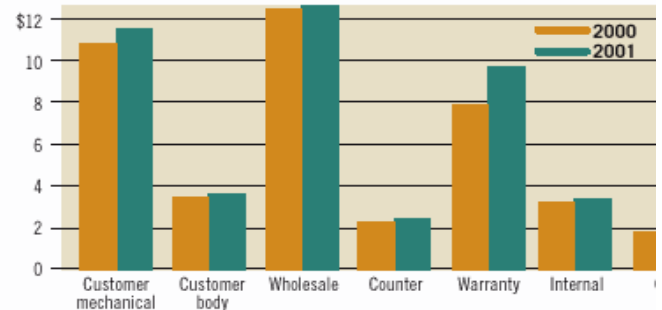


In billions of dollars

#### Service labor sales



#### Parts sales



Source: NADA Industry Analysis Division

Source: 2002 NADA Data Report

### What’s New

- 1 Increased Customer Satisfaction Lead to Record Sales in 2001
- 2 Independence Day Schedule
- 3 Phone Shop Perfection!
- 4 New Enhancements

### Independence Day Schedule

Although our office will be observing Independence Day on Thursday, July 4<sup>th</sup>, our Client Services staff will be available to assist you from 8:30 a.m. – 5:00 p.m. Eastern Time. Call us at **1-800-523-8477, option 5.**



We wish you a happy and safe holiday!

**Helping to provide the best in client and customer satisfaction!**

## Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of May. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

### Dealership

<u>Dealership</u>	<u>Carline</u>	<u>Contact</u>
Balise Chevy	Chevrolet	Bob
Balise Chrysler	Chrysler	Kevin/Lorraine
Centroplex Ford	Ford	Chris
Classic Cadillac	Cadillac	Bud Champion
Griffith Motors	Ford	Ron
Gunther VW	Volkswagen	Brent
Kiefer's Eugene Mazda Kia	Mazda	Paul
Lujack Auto Plaza (Chevy Truck)	Chevy Light Truck	Paul H.
Lujack Auto Plaza (Chevrolet)	Chevrolet	Joyce L.
Lujack Auto Plaza (Honda)	Honda	Steve J.
Lujack Auto Plaza (Mitsubishi)	Mitsubishi	Mike R./Ryan
Lujack Auto Plaza (VW)	Volkswagen	Steve L.
Quality Toyota	Toyota	Chris
Rogers & Rogers Toyota	Toyota	Miguel
Steven Mitsubishi	Mitsubishi	John
S&S Mitsubishi Belair	Mitsubishi	Mike

### NEED SUPPORT?

You can reach us at ...

**1-800-523-8477**

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

**Fax: 301-294-4979**

**Email: [clientservices@hayes.ds.adp.com](mailto:clientservices@hayes.ds.adp.com)**

## New Enhancements



As always, we are working hard to add all the new developments that you have requested. If you would like to see an operation added that isn't currently included, please let us know.

The following are the latest improvements:

- **BMW** – A new section, Spa, has been added to the product. New operations, BY37 - Power Window Motor Regulator - Front – Replace, BY38 - Power Window Motor Regulator - Rear – Replace, MA42 - Tires – Balance, SR83 - Hose, Power Steering Supply – Replace, and RS09 - Mounts, Rear Shocks/Struts - Replace (Add to Shocks/Struts Replace) have been added to the product.
- **Honda Canada:** Now contains 2002 model year data for all sections.
- **Jaguar US:** 2002 model year data has been added to the following sections: Air Conditioning, Maintenance, Brakes, and Engine Mechanical.
- **Jaguar Canada:** 2002 model year data has been added to the following sections: Air Conditioning, Maintenance, Brakes, and Engine Mechanical.
- **Lexus** – 2002 models have been added to all sections, except Factory Maintenance.
- **Mercedes-Benz US** – Synthetic motor oil has been added to all applicable operations for 1998 and later models. *Please notify Hayes-Ligon of oil price if you haven't already done so.*
- **Mercedes-Benz Canada** – Synthetic motor oil has been added to all applicable operations for 1998 and later models. *Please notify Hayes-Ligon of oil price if you haven't already done so.*
- **Mitsubishi** – 2002 models have been added to the following sections: Fuel, Brakes, Emissions, and Air Conditioning.
- **VW US:** Model year data through 2002 has been added to the following sections: Body, Cooling System.
- **VW Canada:** Model year data through 2002 has been added to the following sections: Body, Cooling System.

**Client Services Support 1-800-523-8477, option 5**

**Visit [www.DealerSuite.com](http://www.DealerSuite.com)**