



Those Aftermarket Blues ...with the ultimate customer retention system!

Did you know that customers believe that aftermarkets are easier to do business with than dealerships? Based on NADA statistics, dealers only have **15%** of the **\$198 billion** services and parts market. Aftermarkets (independents and mass merchandisers) are eating up the rest of the market. That means 8 out of 10 customers are going to the competitors!

The *San Francisco Examiner* reports that 1 out of 5 people would rather go to the dentist for a root canal than take their car to the dealership! Why? It probably has something to do with how much service you provide *before* the actual service. Does your dealership...

- ✓ Offer evening and weekend hours?
- ✓ Place callers on hold?
- ✓ Transfer callers from Service to Parts?
- ✓ Provide exact service quotes?
- ✓ Ask callers for the business?

Customer service is definitely the key! Management experts say that successful businesses in the 21st century will not only deliver effective products and services, but will also need to deliver information effectively.

The three C's make a successful business and promote customer retention: **C**onnecting with the customer; **C**onvincing the customer, and; **C**ommitting the customer.

We believe that the *ServicePricing*™ philosophy falls in line with the three C's concept. *ServicePricing*™ encourages dealers to "connect with the customer" at the time they answer the phone by responding warmly and asking the right questions. Asking the right questions will determine the customer's concerns, clarify anything you don't understand and identify a possible solution.

ServicePricing™ allows dealers to "convince the customer" by providing an exact quote for 90% of all common customer-pay service operations, including labor, parts, shop supplies, and taxes.

Finally, dealers "commit to the customer" by asking for their business after providing the quote. Giving the customer a choice of when they may bring their vehicle in to be serviced is polite and a good sales technique.

As a result of using *ServicePricing*™, dealers will begin promoting...

- ✓ Higher customer – pay labor sales
- ✓ Higher parts sales
- ✓ Higher customer retention

***ServicePricing*™ ... the solution that makes sense.**

What's New

1 STOP Those Aftermarket Blues......with the ultimate customer retention system!

2 What's Your Story?

3 Phone Shop Perfection!

4 New Enhancements

What's Your Story?

It is our goal to provide you with the most current information on the benefits and features of our products and provide you with World Class service – *that's our story.*

What's your story? Tell us how *ServicePricing*™ and *Warranty Wizard*™ have been working for you. Your feedback will help us improve our products and services. When you receive your client survey, please complete and return the reply by mail or by fax.

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 June. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Dealership

Balise Chevy
Balise Chrysler
Budd Baer Inc.
Doner Nissan
Irwin Motors Inc.
Libertyville Toyota
Lujack Auto Plaza (Honda)

Carline

Chevrolet
Chrysler
Subaru
Nissan/Canada
Toyota
Toyota
Honda

Contact

Robert
Lorraine
Dave
Frank
Ron
Jeff
Ellen/Steve/
Tammy
Simon
Mike R./Ryan
Todd
Dwayne
Sharon
Troy
Steve

Lujack Auto Plaza (Mazda) Mazda
Lujack Auto Plaza (Mitsubishi) Mitsubishi
Mazda of Wooster Mazda
Newcastle Nissan Nissan/Canada
Novato Toyota Toyota
Town & Country Motors Toyota
Toyota of Puyallup Toyota

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

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:

- **Acura Canada:** Now contains 2002 model year data for all sections.
- **Jaguar US:** The following sections have been updated through 2002 model year: Cooling, Air Conditioning, Transmission, Exhaust, Engine Mechanical, and Brakes.
- **Jaguar Canada:** The following sections have been updated through 2002 model year: Cooling, Air Conditioning, Transmission, Exhaust, Engine Mechanical, and Brakes.
- **Lexus:** Model year data through 2002 had been added to the Factory Maintenance section.
- **Mazda U.S.:** The Brakes section now features operations containing both standard and Mazda Value Parts (MVP).
- **Mitsubishi:** The following sections have been updated through 2002 model year: Body, Engine Electric, Clutch, Steering, Front Suspension, Rear Suspension, Exhaust, Automatic Transmission, Standard Transmission, Body Electric, and Engine.
- **Volkswagen US:** Model year data through 2002 has been added to the following sections: Steering, Fuel Supply, Fuel Injection.
- **Volkswagen Canada:** Model year data through 2002 has been added to the following sections: Steering, Fuel Supply, and Fuel Injection.