



Related Repairs: The Solution for Declining Warranty Work

Over the last few years, dealerships nationally have been experiencing a dramatic drop in warranty work. *The Dallas Morning News* reports that "Warranty work has dropped so significantly at domestic dealerships today that many are hustling customer-pay repair and maintenance work to compensate for the decline." Some Fords dealerships claim that their warranty work has declined from a high of 75 percent of service business a few years ago to 40 percent today. "It's a trend that has to be responded to," Paul Taylor, chief economist at the National Automobile Dealers Association, said of the drop in warranty work. "It's on the radar screen and getting a lot of attention."

While many dealerships have already begun major adjustments in their service business to increase the level of quality, it will take more to boost business and customer retention. "On average, only one in four U.S. drivers returns to the dealership for maintenance and repair work after the vehicle warranty has expired. Most say that dealerships are more expensive than independent or chain garages – a perception that automakers are trying to change."

In fact, one of the largest Ford dealerships in the Southwest has been making price comparisons with Pep Boys, Goodyear, and Jiffy Lube to make sure they are competitive with them. This dealership "began to focus more on maintenance and repair work, it sent an employee in a used vehicle to Jiffy Lube to see how the chain marketed its services", says Jerry Reynolds, managing partner of Prestige Ford in Garland [Texas]. "Their eyes were open," he said. "While they were changing the oil, they were looking for worn windshield wiper blades, checking the coolant, the fluids, looking for anything that might be replaced besides the oil and filter."

And ServicePricing with Related Repairs is the solution in eliminating the after-market competition and boosting customer satisfaction, service, and ultimately – customer retention. ADP Hayes-Ligon's latest PC software release with the Related Repairs feature prompts the user to consider additional services that may benefit the customer (e.g. Replace Water Pump and also replace belts and upper and lower hoses) at the time of the initial service. Related Repairs gives dealerships the opportunity to up-sell additional services that are useful and essential to your customers.

Why not beat the competition at their own game? 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. 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.

Quotes taken from article

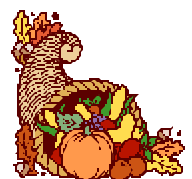
By Terry Box of *The Dallas Morning News*, September 9, 2003

What's New

- 1 Related Repairs: The Solution for Declining Warranty Work
- 2 Thanksgiving Day Schedule
- 3 Phone Shop Perfection!
- 4 New Enhancements

Thanksgiving Day Schedule

We extend our warm wishes to you over the holiday! Our office will be closed on Thursday, November 27th, in observance of Thanksgiving. Our Client Services staff will be available to assist you on Friday, November 28 from 8:00 a.m. - 7:00 p.m. Eastern Time. Call us at **1-800-523-8477, option 5.**



Have a happy and safe holiday!



Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of September. 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 Chrysler
Balise Ford of Westfield
Balise Ford of Wilbraham
Balise Lexus
Balise Toyota
DeNooyer Chevrolet
Fitzgerald Toyota
Fletcher BMW
Garlyn Shelton Mazda
John Markel Ford
LuJack Northpark Subaru
Martin Toyota
Oak Ridge Toyota
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Ford
Lexus
Toyota
Chevrolet
Toyota
BMW
Mazda
Ford
Subaru
Toyota
Toyota
Toyota

Contact

Kevin
Bill, Curt
Brian
Connie
Bruce, Jeff, Steve
Christina, Kim
Mark
Danny
Tony
Dennis
Jessie
Kathy
Michelle
Pat

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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 enhancements that you have requested. If you would like to see an operation added that isn't currently included, please let us know.

Also, users of many of our electronic products have the capability to set up their own operations.

- **Audi US:** Now contains 2004 model year data for the following sections: Service Menus and Maintenance.
- **Audi Canada:** Now contains 2004 model year data for the following sections: Service Menus and Maintenance.
- **Toyota US:** Now contains 2004 model year data for the Accessories section.
- **VW US:** Now contains 2004 model year data for the following sections: Fuel Supply, Steering, and Brakes.
- **VW Canada:** Now contains 2004 model year data for the following sections: Fuel Supply, Steering, and Brakes.

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