X-time
CASE STUDY

BOOSTING DEALER SERVICE REVENUE

DATAONE SOFTWARE

Xtime

With DataOne vehicle and VIN data, Xtime boosts dealer service revenue and penetrates the Canadian market.

Xtime delivers industry-leading customer retention solutions for OEMs and dealer service departments. Its Marketing 7, Scheduling 7, and Check-In 7 products work together to enable dealers to send targeted customer communications, offer online service scheduling and perform upsells right in the service lane. To ensure results, Xtime needs reliable vehicle data, which is why the company chose to trust its vehicle description and VIN decoding needs to the experts at DataOne.

Accurate and timely descriptive data drives dealer business

Xtime's products rely on the accurate, consistent and timely VIN and new vehicle data provided by DataOne to boost dealer profits and revenue. For example, Marketing 7 sends campaigns based on an owner's vehicle type, trim and VIN. Scheduling 7 and Check-In 7 both use VIN-specific factory and dealer service recommendations to help customers schedule the appropriate services for their vehicles, and dealership staff to ethically upsell services in the lane.

"DataOne has been giving us very specific and accurate VIN data for Canada. Because of that, we've been able to penetrate the Canadian market fairly well."

Gerry Faro
Director of Catalog Management, Xtime

"In our business, we need consistent vehicle descriptions and the VIN decoding has to be highly accurate," says Xtime Director of Catalog Management Gerry Faro. "DataOne delivers all the data we need in a consistent format so we don't have to do our own research or spend time doing a lot of editing. This is hugely beneficial and saves us a lot of time."

To stay ahead of the curve, Xtime must also build out service catalogs for vehicles that haven't even rolled off the assembly lines yet. DataOne is able to provide this pre-release data with an unprecedented level of accuracy. Says Faro, "They give us the data we need — the VINs and attributes associated with them — so we can pre-build and get information to our dealers before vehicles hit the lot."

Proven data experts save Xtime time and money

With 23 vehicle manufacturer relationships worldwide, each with up to 15 vehicle models and hundreds of option packages, it would require a large effort for Xtime to gather all the vehicle data it needs. Xtime's use of DataOne's U.S. and Canadian vehicle data saves them time and effort, and provides a reliable business solution their products can depend on.

"As you roll through the volume of vehicles we gather information about, it gets pretty significant pretty quickly," says Faro. "To do it in-house would require a large investment in staff and resources. DataOne delivers a valuable resource at a fraction of the cost and with a high level of accuracy."

DataOne supports Xtime's expansion in the Canadian market

After establishing a strong presence in the United States, Xtime set its sights on Canadian dealerships. In part due to DataOne's highly accurate vehicle data, the company has been able to achieve impressive results since entering the Canadian market more than five years ago.

"DataOne has been giving us very specific and accurate VIN data for Canada," says Faro. "Because of that, we've been able to penetrate the Canadian market fairly well." Xtime now has relationships with six automotive manufacturers in Canada, including Honda, Hyundai, Mazda, Nissan, Toyota and Volvo.

With products that depend on highly accurate and complete vehicle data, Xtime can't take a chance on an unproven data provider. In choosing DataOne, Xtime has found a valuable partner to provide accurate and timely vehicle data that has supported the company's growth in both the U.S. and Canadian markets.

ABOUT Xtime | www.xtime.com

Xtime® delivers retention solutions for the retail automotive industry. Addressing the customer's needs around value, convenience and trust, the Xtime Retention System integrates all customer touch points into a unified system for both consumers and service personnel, resulting in increased service retention for OEMs and their dealerships.

Headquartered in Silicon Valley, Xtime is wholly owned by Cox Automotive™, which provides end-to-end digital marketing, wholesale and commerce solutions from more than 20 brands worldwide.

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