DealerSocket
CASE STUDY

INCREASING AVERAGE SERVICE APPOINTMENTS AND RO VALUE

DATAONE SOFTWARE

DealerSocket

DataOne's OEM service schedule data helps increase average service appointments and RO dollar value for dealers.

One-third of all cars sold in the US and Canada are by dealerships using DealerSocket software. No surprise there, since the company's industry leading technology platform delivers a comprehensive and integrated suite of cutting-edge products, from sales and marketing to inventory management and vehicle service.

DealerSocket's robust software solutions depend on reliable and accurate data, the foundation upon which their platform stands. So, when they needed VIN-specific, OEM-defined scheduling data to help power their vehicle service and maintenance solution, they turned to DataOne.

More Appointments Equal Greater Profits

Dealerships have long known their Fixed Ops business gives them their best bang for their buck, providing them with more than 60% of their net profit on average. Industry-wide, vehicle service and maintenance account for billions of dollars in revenue each year.

It's well worth the effort for dealerships promote their service offerings to customers and make it quick and easy to schedule services. Put another way, the more service appointments a dealership gets, the greater the profit they'll enjoy.

So, how can dealerships generate more service opportunities? One proven solution is DealerSocket's Dealership Service product suite.

"We trust the accuracy and reliability of DataOne's OEM–defined vehicle servicing data. It's all seamless to our dealer clients and their customers."

Logan Nichol
Product Manager, DealerSocket

Leveraging DataOne's Service Schedule Data

In sourcing their vehicle service data, DealerSocket looked for a solution that delivered the most accurate and OEM-specific data while remaining easily customizable, enabling the company to leverage the data as needed across their suite of service tools.

"Our Dealership Service solution is only as successful as the data that drives it," said Logan Nichol, Product Manager, DealerSocket. "We trust the accuracy and reliability of DataOne's OEM-defined vehicle servicing data. It's all seamless to our dealer clients and their customers."

Take, as an example, DealerSocket's Service Scheduler product. It takes about three minutes for a customer to book an appointment online. As part of the booking process, OEM-compliant services or service packages are recommended based on the mileage the car owner selected, including three optional schedules for Premium, Severe, or High Mileage servicing. All of these activities, of course, are data-driven.

DataOne's maintenance schedules data also helps drive DealerSocket's Mobile Check-in solution, recommending OEM-compliant services right in the service lane following customer check-in and a quick vehicle inspection. The entire mobile check-in process takes an average of four minutes and results in more profit for the dealer.

DataOne Gets It Done

DataOne's data is OEM compliant and enhanced by the company's own proprietary vehicle ID descriptions via a relational database. With the integration of this data into their service software, DealerSocket's clients have experienced an increase in their average RO dollar value. Additionally, they have enjoyed an increase in multiline opp codes, such as oil change, windshield wipers, and tire rotation, versus just a single line opp code such as an oil change.

"Some of our dealers have seen as much as a 20% increase in multiline ROs since leveraging DealerSocket's Mobile Check–In app. DataOne's OEM recommended service schedule data has been a large contributing factor to the increase in RO line codes."

The math is simple: the more service opportunities, the more chances to add to the bottom line. That's one reason why DataOne develops its data to support not just service scheduling but also service-based marketing. "Developing software for the automotive industry can be a complex endeavor," said Nichol. "It gives us peace of mind knowing that DataOne's vehicle maintenance data is as good as it gets."

DealerSocket®

ABOUT DEALERSOCKET | www.dealersocket.com

Founded in 2001, DealerSocket is an industry leading technology platform serving automotive dealerships throughout the US and Canada. The company enables dealerships to better serve their customers through a platform of cutting-edge tools, with a suite of products ranging from award-winning Client Relationship Management software to website development services. One-third of all cars sold in the US and Canada are by dealerships using DealerSocket software. Please visit dealersocket.com for more info.

THANK YOU FOR READING

LEARN MORE:

A DATA SOLUTIONS EXPERT IS AVAILABLE TO SPEAK WITH YOU ABOUT YOUR SPECIFIC NEEDS

REQUEST INFORMATION

Connect with us!