

When It Comes to Customer Satisfaction and Productivity, Lacombe Ford Leads the Way in Alberta, Canada



A Suite of Innovative Tools Is a Win-Win for Technicians, Advisors and Customers

Since joining his family dealership in 2012, Taylor Waldbauer has worked hard to ensure that customer service reigns supreme at Lacombe Ford and its sister location in Drayton Valley.

Lacombe Ford is one of the top dealerships in Ford Customer Experience (CX) scores. This family-owned dealership has received the coveted President's Award 15 years in a row — and with more than 100 dealerships competing across Western Canada, that's no small feat. The award is based on seven criteria, with customer service topping the list. Thanks to Ford Service Lane Technology (SLT), the dealership continues to build strong customer relationships.

"Since implementing Ford SLT, our dollars per RO have increased by \$80 a record in our main shop, and over \$20 per RO in our Quick Lane shop."

Taylor Waldbauer
Service Manager, Lacombe Ford



SERVICE LANE TECHNOLOGY

CDK GLOBAL

Second to None in Customer Service

As part of its ongoing quest to drive customer satisfaction, the dealership upgraded its CDK Service portfolio in 2020 to supercharge its proprietary Ford SLT platform. This upgrade helped streamline efficiencies, enhance transparency and optimize customer service. With the vital data all saved in one place, it's easier for the Advisor, Technician and customer, says Waldbauer. "It's made everything I wanted to do in the Service department possible."

The Ford SLT suite of real-time communication tools enhances the level of personalized transparency, instilling a sense of trust in customers, which in turn has increased customer loyalty and retention. In their last report from Ford, Lacombe had a whopping 107% retention rate. That means every single client who buys a vehicle from them comes back for service, and, because of its reputation, people that didn't buy their cars from the dealership are also going there for service.

Enhanced Productivity Is the Order of the Day

Customers aren't the only one benefiting from Ford SLT. The service pricing system lets Advisors provide an instant quote for most jobs. And with all the information just a click away, advisors have more time to focus on selling. "The fact that you can create additional service recommendations and either text or email it from within the system just makes everything much easier for the Advisors." As a result, customer service, KPIs and CX scores have all improved.

Waldbauer is thrilled with the results. "Since implementing Ford SLT, our dollars per RO have increased by \$80 a record in our main shop, and over \$20 per RO in our Quick Lane shop. It's awesome! It makes our Advisors so much more productive and efficient." The increase in dollars per RO has also improved the dealership's effective labor rate as well as its ability to upsell repairs.

For more information on **Ford Service Lane Technology**, call **833.620.2129** or email sales@cdk.com

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Waldbauer loves the idea of their dealership being at the forefront of cutting-edge changes in the industry. "It just seems like every day there's something new, so it's pretty exciting. And one of the things that's really nice is how Ford and CDK Global work together to make things happen."

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