

Transparency and Trust: The Keys to Providing a Superior Service Experience

⊗ Problem

Customers don't trust dealers to know their vehicles and communicate clearly about the costs and benefits of required and recommended services.

💡 Insight

A recent survey revealed that nearly 75% of customers who went outside of a dealership for service would consider coming back if they could count on trustworthy service at a fair price.

🔗 Strategy

By increasing transparency and trust in your communications with customers, they will return to the dealership for service.

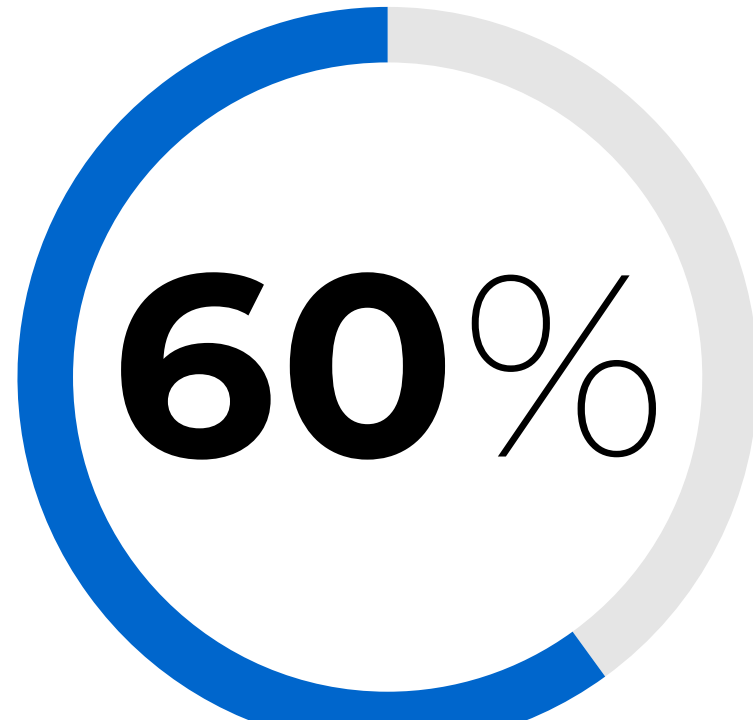
📈 Result

A robust, highly respected and more profitable Service department.

4 Ways To Be More Transparent and Build Trust for a Superior Service Experience

1. Scheduling Appointments

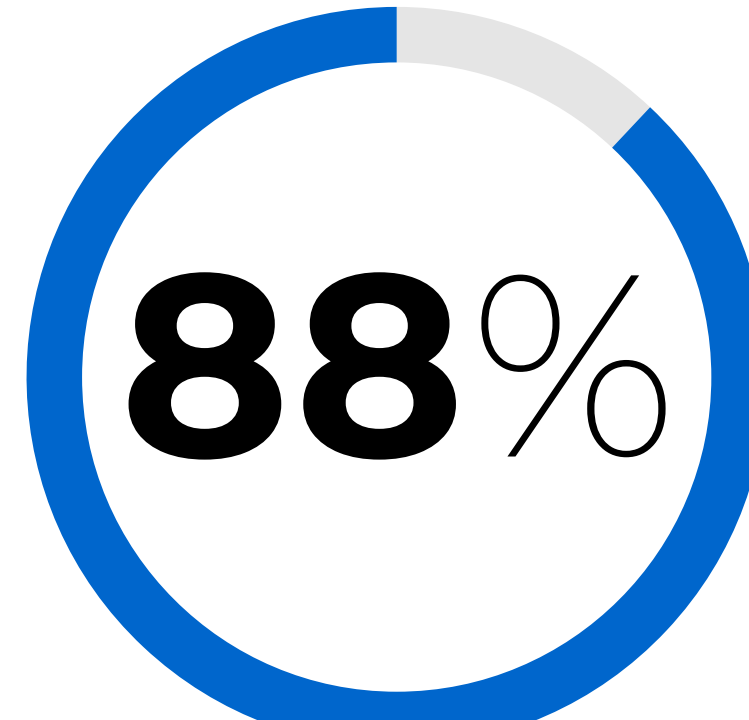
- Make it easy and convenient with consistent and clear pricing up front
- Providing an online option inspires retention, higher margins and a better experience



of the population typically
schedule their appointments
with businesses online ⁽¹⁾

2. Connected Vehicle Data

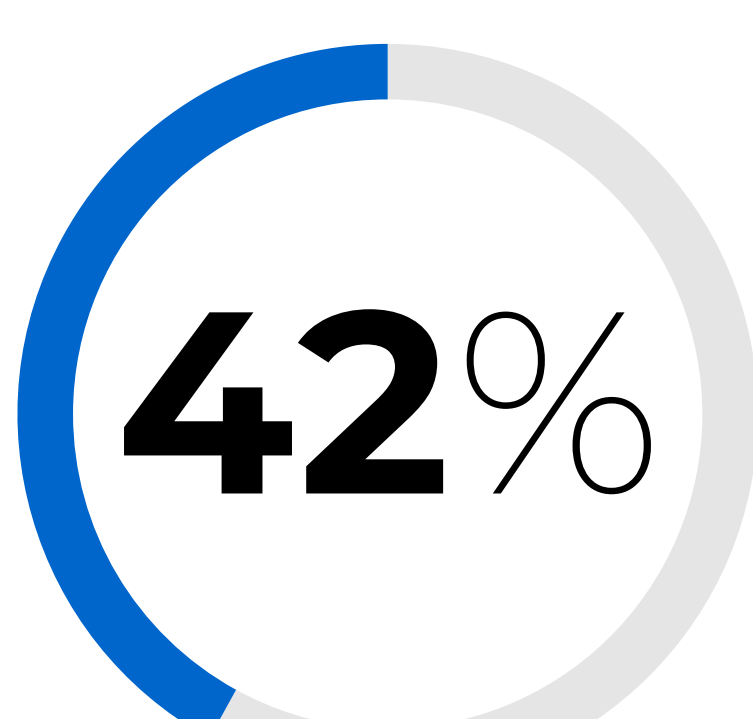
- Share proactive vehicle health alerts and recalls during scheduling and in the service lane
- Making sure your scheduling tool and Advisor recommend the identical information directly from the vehicle creates trust



of consumers say they are more
likely to choose a dealership that
offers connected car capabilities
over a dealership that doesn't ⁽²⁾

3. Status Updates

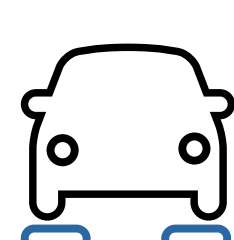
- Keep your customers informed with real-time status updates
- Communicate with customers on their terms — by phone, text or sending a link

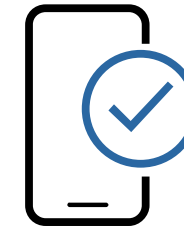


of customers prefer a
text for service status ⁽³⁾

4. Video in the Service Bay

- Communicate clearly with customers showing exactly what repairs are needed directly from the Technician working on their vehicle
- Use of Technician videos builds business and trust, as well as customer satisfaction

\$55 
average increase per repair order
when using video in the service bay ⁽⁴⁾

Customers are
3X 
more likely to have the work done
when a photo or videos are used ⁽⁵⁾

(1) GetApp, 2021, (2) CDK Research and Insights, (3) CDK Research and Insights, (4) TruVideo, (5) 2022 3D Power Customer Service Index Study

Make Real Connections

Get to know your customers, listen attentively and act on the feedback that you receive. They need to know you're committed to getting and keeping their vehicles on the road and you see them as more than just ROI.

“If people like you they’ll listen to you, but if they trust you they’ll do business with you.”

– Zig Ziglar, Author, Salesman, and Motivational Speaker

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