



# The Keating Nissan Service Team Keeps Customers in the Know, on the Go and Coming Back

A suite of innovative tools delivers seamless communication, proactive service, and enhanced customer loyalty.

An unwavering commitment to customer satisfaction is a hallmark of the entire Keating Auto Group, which owns 28 dealerships across Texas. One of the group's stores, Keating Nissan, is a premier Nissan dealership serving the greater Houston area. And since coming on board four years ago as Keating Nissan's Fixed Operations Director, Shawn Smith has been laser focused on providing a superior Service experience.

"With all of the crazy changes in the last few years, providing excellent service and treating our customers right is one thing we can control," Smith explains. The result? Greater customer loyalty. While other dealerships in the greater Houston area average a customer retention rate of around 30%, Keating Nissan currently averages 58%.

To ensure their dealerships have the technology needed to provide unrivaled customer service, Keating Auto Group installs CDK Global's suite of cutting-edge technology in every dealership they purchase. According to Smith, CDK Service has had a dramatic impact on both the customer experience and the bottom line at Keating Nissan.

## Did You Know?

Keating Nissan increased Service revenue by

**\$5000**

a month on average with the Predictive Service feature of CDK Service.

CONNECTIONS THAT MOVE YOU

 Fixed Operations / Digital Sales / CRM / F&I / DMS / IT Solutions / Intelligence

© 2022 CDK Global, LLC / CDK Global is a registered trademark of CDK Global, LLC. 22-8351

**CDK GLOBAL**

Learn more at [CDKglobal.com](https://www.cdkglobal.com)

## For Better Efficiency and Customer Experience, Credit Goes to CDK Service

CDK Service offers a complete solution that Smith considers more efficient than anything he's utilized from other vendors. In the lane, his Service Advisors begin building relationships with customers by greeting them at their cars, tablets in hand. With access to pricing and parts availability, Advisors easily sell additional services. They can request a rideshare directly within CDK Service, which has been a great convenience for Smith's team and customers. They even build trust by keeping customers informed throughout the service process — which includes sending video of the inspection: "For most customers, it's the first time they've seen under their vehicle."

## Predictive Service Helps Identify Issues Before They Become Problems

One of the latest features of CDK Service that's benefiting Keating Nissan and their customers is Predictive Service. Using advanced analytics and machine learning, it predicts potential component failures specific to each customer's vehicle. Then it alerts Technicians during the inspection process, so customers receive the most thorough inspection, even from entry-level staff.

Since utilizing this new feature, Smith says Keating Nissan has increased Service revenue an average of \$5,000 per month. "Predictive Service has allowed us to keep customers' vehicles as safe and well maintained as possible, along with increasing our Service revenue," states Smith.

Discover how CDK Service with Predictive Service can boost customer loyalty and profits. Call **888.424.6342** or visit [cdkglobal.com/service](https://cdkglobal.com/service)



## Top-Drawer Service Isn't Just for the Dealership's Customers

Helping Keating Nissan get the most from their system is their CDK Process Consultant — and Smith has been impressed with the level of support: "I can tell you that when I worked with other vendors in the past, I never even knew a rep or how to get a hold of one." Whether it's providing training, going over reporting, helping with KPIs or clarifying the process overall, he credits his Consultant's understanding and knowledge of CDK Service for helping his dealership get to the next level. "It's really great. He's shown me how to do things I didn't even know were possible."

CONNECTIONS THAT MOVE YOU

 Fixed Operations / Digital Sales / CRM / F&I / DMS / IT Solutions / Intelligence

© 2022 CDK Global, LLC / CDK Global is a registered trademark of CDK Global, LLC. 22-8351

**CDK GLOBAL**  
Learn more at [CDKglobal.com](https://CDKglobal.com)