

**CDK GLOBAL**®

# Five Service Features To Invest in Now

CONNECTIONS THAT MOVE YOU

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

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## Overview

In our recent Service Shopper 2.0 study, we surveyed over 2,000 active shoppers who frequent dealers, independents, and mobile mechanic services to uncover current market trends. We also asked these same shoppers what features they would love to have offered at a Service Center and which ones, if missing, would make them unhappy.

Next, we took the responses and grouped them:

### **DESIRE**

Strong response for loving it if offered, and strong response for hating it if not offered

### **DELIGHT**

Strong response for loving it if offered, and moderate response for hating it if not offered

### **REQUIRE**

Moderate response for loving it if offered, but strong response for hating it if not offered

### **INDIFFERENT**

Weak responses for both loving it if offered and hating it if not offered

This survey method generally sees a lower number when you ask the negatively framed question. On average, 21% of respondents said they would hate it if a feature was not included, compared to the positive framing, which averaged 43%.

When our unique approach was applied to 23 different possible dealer offerings, a guaranteed lowest price rose to the top of the Desire list. Having an express lane and extended hours were two other well-known options that were overwhelmingly favored.

## Five Service features stood out for all respondents, regardless of age.

# Transparent Service Pricing

Inflation is a more permanent part of our everyday lives — so price matters to shoppers across the Retail and Service experience. To have a realistic picture, understanding the costs of specific Service activity is vital. Today's shopper wants a guaranteed lowest price, a detailed invoice with all related fees, as well as real-time cost updates on any repairs. We saw some of the strongest sentiment when the complete cost at the time of booking wasn't included — 45% on the "love it" side and 34% for "hate it." Gen X, boomers and Gen Z all fell in the Desire category, but it was highly ranked for millennials as well.

# 45%

LOVE IT IF OFFERED

# 34%

HATE IT IF NOT OFFERED



Even customers who have a paid or complimentary Service plan are reassured when they see no charge for scheduled repairs, given these cost-conscious times. The high number of respondents who said they would hate it if this wasn't included was surprising, so alleviating concerns at the start of the process could be a huge benefit. Boomers especially could feel alienated if this wasn't offered.

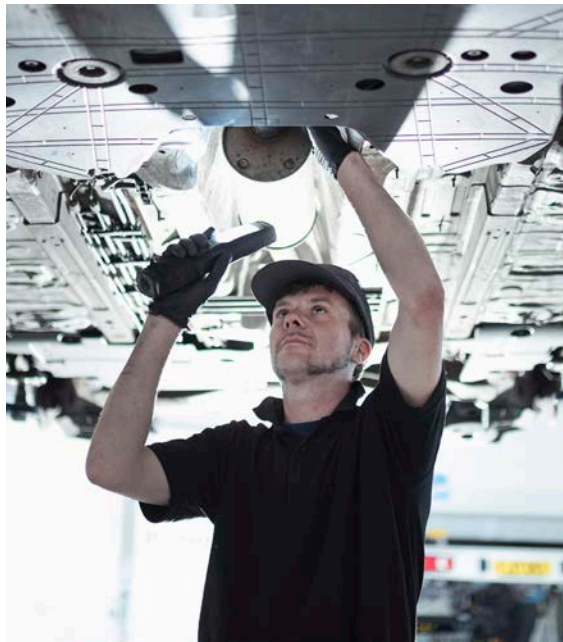
# Marketing Factory-Trained Technicians and Certified Parts

One of the biggest advantages franchised dealers have over independent and chain service providers is the experience of factory-trained Technicians and a supply of certified parts. Respondents indicated how important both were by scoring them highly on the love-to-have side of our survey, both at 41%. These two areas also scored the highest overall in the hate-it-if-it-wasn't-offered category at 46% and 45%, respectively. That is more than twice the average score. The next closest feature in that ranking was guaranteed lowest prices at 36%. That's how important these truly are, placing them in the Desire camp for millennials and Gen X camps and Require for Gen Z and boomers.

With a popular assumption that Service costs might be higher at dealerships, promoting these two assets is vital to customer satisfaction and retention. If you display a menu of your services, add language that your dealership offers these love-to-have features. As you roll out marketing materials, direct mail, email, social media etc., make sure to highlight these two competitive advantages.

# 41%

Factory-Trained Technicians and Certified Parts scored highly as a love-to-have.



# Real-Time Mobile Updates

Two separately listed features, real-time digital progress bar and real-time text updates, both found a soft spot in our survey. Vehicle Tracker is one of the digital tracking solutions that are becoming the norm across retail. Using either of these options, mobile real-time updates can significantly reduce shopper anxiety. Another important benefit is it removes the need to have staff directly update them — whether they're waiting in-store or off site.

Offering a real-time digital progress bar indicating the actual repair status was a significant Delight feature, moving the “love it” needle to 49%. Boomers weighed in with a slightly lower rate of 38%, but still solidly met the Delight criteria. All other generations, including Gen Z, were over 50% in their response. However, not as many said they'd hate it if not included: registering a 15%.



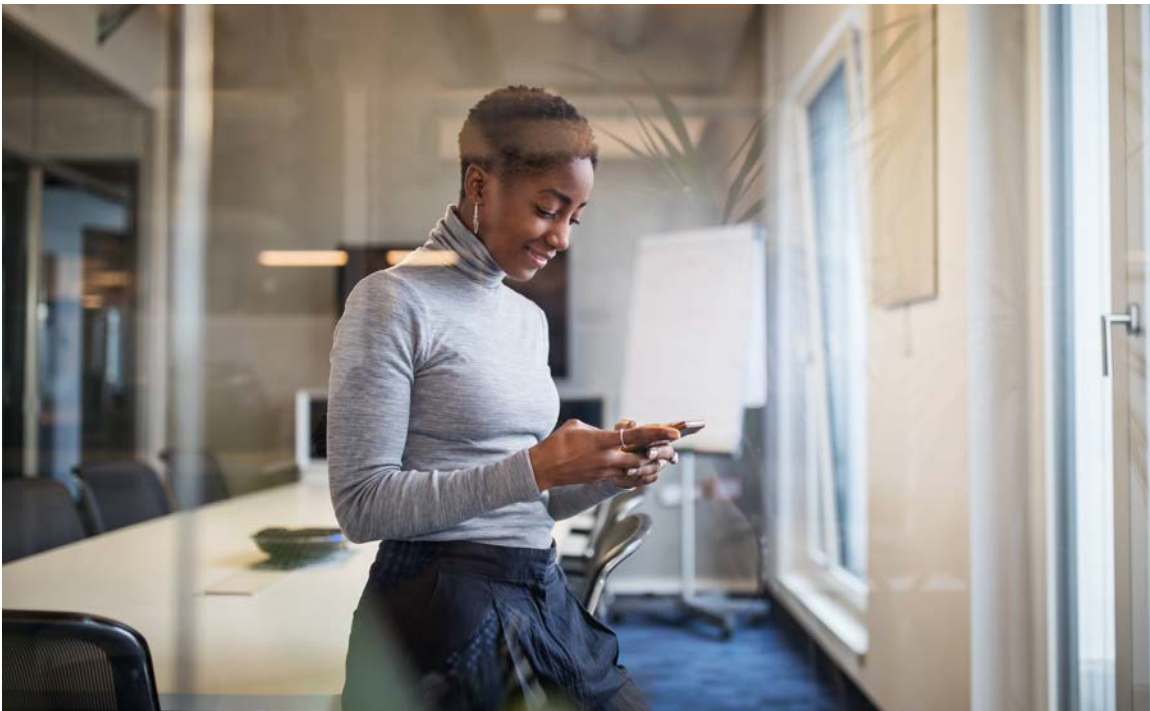
The results were nearly identical for real-time text updates, with “love it” registering a 47% and just 18% on the “hate it” side. This means these are features that would delight your customers even if not seen as vital to the operation. Dealers also reap the benefits because Service Reps no longer have to spend time directly updating customers. Less time walking to the waiting room or looking up phone numbers means more time focused on workflow. Best of all, it doesn't matter where your customers are — the information gets to them regardless of their location.





# Personalized Offers

Open any social media platform and there will inevitably be an ad targeted at you, coming minutes after you searched for a similar item online or visited a competitor's website. This level of targeting is the norm across industries and Service customers expect a level of personalization from their dealership as well.



# 47%

Overall, respondents ranked personalized offers at 47% loving it if included in their Service experience. Millennials and Gen X favored it most, both over 50%. Those who would hate it if personalized offers weren't the norm was also high at 21%.

# 24%

We saw a higher hate-it score for boomers at 24%, placing them in the Desire camp while the other generations fell into the Delight category. This means that boomers are looking to get as much as possible from dealer outreach.

**Send customers timely, proactive Service reminders about what they need, when they need it.**

## Dedicated Areas for Remote Workers and Parents

Remote work has now become part of the fabric of how business is done. Picking up a laptop and getting meaningful work accomplished from anywhere is accepted and often the default for today's professional workforce. Dealerships have been accommodating remote work for some time with varying degrees of expense. They've learned that it's much more than stocking the vending machine and having hot coffee (although that's still important, too). Some install full-fledged workstations with power and ports to charge devices and semi-privacy to make calls. Others go the communal route with larger workspaces for multiple people to share.

# 47%

Nearly half of customers surveyed said they prefer to wait for their vehicle to be repaired.

# 48%

Respondents would love it if a designated work or play area were offered while waiting for service to be completed.



The response from millennials and Gen X on both points was significant at over 50%, while Gen Z and boomers weren't as interested — likely because they're not as engaged in the workforce or raising children. But all generations responded similarly when asked if they'd hate it if work and play areas were absent — a rating of 20%, putting all but indifferent boomers into the Delight camp.

Parents still need to entertain their children when stopping into a Service department — so take this opportunity to build customer loyalty. It's time to cultivate relationships with families as a cornerstone of a multi-generational Sales and Service strategy. Play areas are one option, but with so many children using digital devices, a comfortable place for them to sit next to a parent and use their tablet would score customer appreciation points.

If you haven't added these perks, consider making them part of your customer care lineup. They will likely generate good will and return visits, and reduce the number of people asking for shuttle service.



## Moving Forward

While some features would cost little to implement, many of the others will require a store to invest in new software or even physical upgrades. CDK Global has solutions to tackle personalized recommendations, repair tracking, and transparent pricing. As our latest research shows, we believe each of these five recommendations will resonate with your customers and keep them coming back.



### CDK ServicePricing

ServicePricing provides quick and accurate quotes with a single click. Hit those Desire and Delight benchmarks with transparent and consistent pricing — from the time of booking throughout the entire Service experience.



### CDK ServiceView

ServiceView\*, powered by TruVideo, provides a clear explanation of repairs by recording and texting personalized videos of the customer's vehicle inspection. Not only is texting more convenient for customers — it leads to more confident purchase decisions, quicker turnaround time on repair approvals and higher NPS scores.



### CDK Vehicle Tracker

In a separate study, we found 84% of customers would visit a dealership for service if it offered real-time updates. Vehicle Tracker elevates your Service experience with customers tracking the status of their vehicle on their smart devices as it moves through the repair process.



### CDK Connected Vehicle

With Connected Vehicle you can send proactive messaging regarding recommended Service visits — keeping your schedule booked and your bays filled.

# 58%

of non-dealership customers said they are considering scheduling an appointment at a dealership in the future.



\*This feature is available for select OEMs.

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