

Action Insights:

Five Tips to Keep Your Service Drive Top of Mind



More than half of dealership profits come from the service drive. With so much revenue on the line, it's important to keep your service center top of mind with customers. To boost awareness of your service drive, follow these five tips:

1. Streamline your operation

Handle checklist items like cleaning or moving vehicles into stalls the night before. Having the cars primed and ready for service as soon as the technicians arrive improves efficiency.

2. Make customers comfortable

Since many customers wait during their service, invest in comfortable seating, appealing decor, free wifi, charging stations and concessions. A pleasant environment will keep them coming back.

3. Integrate with the showroom

Make sure shoppers are aware of your service center. Have your sales staff promote your dealership as a one-stop shop for car buying and maintenance.

4. Embrace local marketing

By taking out local ads or posting on social platforms you'll build brand awareness. While you're online, respond to reviews, comments and inquiries on Facebook, Yelp or Google to build trust.

5. Contact customers proactively


Use automated emails or phone calls to let customers know when their car needs maintenance. If there's a vehicle recall, share it with those affected and offer service. By being helpful, customers won't mind seeing your name in their inbox or caller ID.

Give customers a great experience and they'll keep coming back!

ABOUT MONTWAY

Montway Auto Transport is one of the nation's leading auto logistics companies, arranging shipments for over one million vehicles since 2007. With a focus on innovation, technology and customer service, we set the standard in the industry. Montway is A+ accredited by the BBB and has a 4.7-star customer rating across all top review sites.



 (888) 997-8993

 Logistics@Montway.com

 Montway.com/auto-dealers