

WINNING BACK THE INACTIVE CUSTOMER:

OEM Drives 89% Dealer Retention with Network-Wide Repair Advantage Program

Following an overwhelmingly positive pilot where 75% of leads delivered were customers who have not been to the dealership within the last 12 months, a mid-sized OEM launched the Repair Advantage program network-wide to boost repair revenue for their dealers.



Challenge

The OEM faced two critical hurdles regarding service revenue and dealer relationships:

- + **Loss of service retention:** Despite out-of-warranty vehicles being 16% more likely to suffer breakdowns, only 24% of these drivers return to the dealer network leading to a significant loss in revenue.
- + **Deficit of dealer affinity:** The OEM needed a way to get network-wide buy-in of this program to improve this retention gap.

Solution

To address these challenges, the OEM launched a 120-day pilot to determine whether the Repair Advantage program is a fit for their dealers. This solution, which connects dealers with customers in need of a repair, is a way to further expand parts and service revenue with high-value repair leads.

The OEM invited 44 of their highest performing dealers to participate in the pilot program and provide feedback on their experience, which was overwhelmingly positive.

“Seamless use of the tool **makes life easy for myself and advisors.**”

“Repair Advantage is **cost effective** and handles it all.”

“We have had two car sales and 4 repair orders for a total of **\$3,415 for our \$800 investment.**”

Based on the success of this pilot, the OEM decided to **launch Repair Advantage across their entire network through an opt-out model, and have since retained 89% of sites in the program.**

Key Results

44

Participants retained in the pilot

3.6

Monthly tows per site

\$702

Average repair order

75%

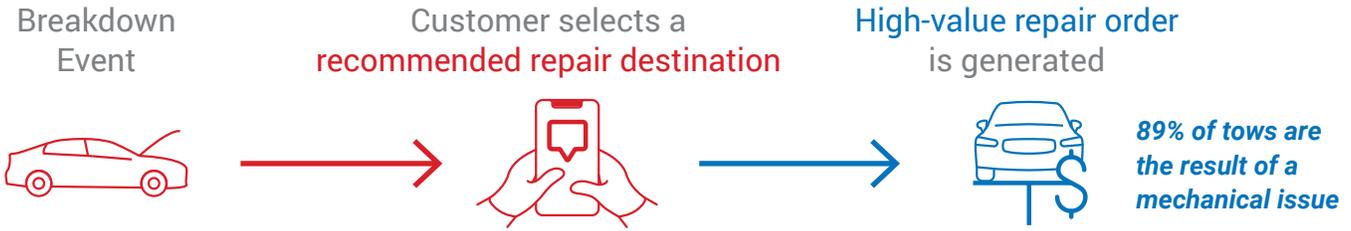
of tows recaptured inactive customers

89%

Sites retained post launch

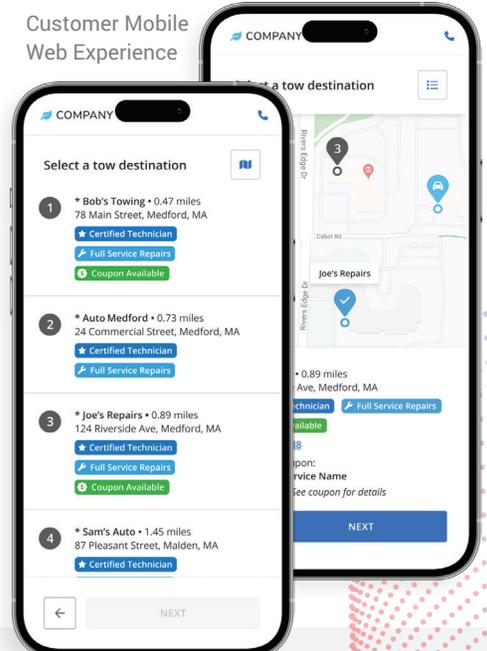
OEM Drives 89% Dealer Retention with Network-Wide Repair Advantage Program

How Repair Advantage Works



Priority Visibility and Seamless Workflow

- Omnichannel outreach:** Meet your customers wherever they are - via mobile web, app, or phone - to increase engagement and satisfaction.
- Notifications:** Stay ahead of the curve with instant job alerts, allowing your team to prep and respond the moment a customer starts their journey.
- Easy setup:** Get up and running quickly with a guided onboarding process that handles the heavy lifting of team education and enrollment for you.
- Reporting and analytics:** Gain complete program visibility with monthly analytics designed to track key metrics and turn operational data into long-term strategic growth.



Strengthen Your Entire Network: Why a Network-Wide Rollout Works Best

<p>NO SITE LEFT BEHIND</p> <p>Extend program value to your entire network, ensuring that every dealership benefits from the increase in volume.</p>	<p>ELEVATE BRAND VISIBILITY</p> <p>Meet your customers wherever they are and highlight the strength of your dealer network.</p>	<p>BUILD DEALER AFFINITY</p> <p>Foster a strong partnership between Dealers and Corporate through the proven ROI and effortless integration of Repair Advantage.</p>	<p>INCREASE CUSTOMER ACCESS</p> <p>With your full dealer network enrolled, customers gain access to the highest quality repair service whether they're at home or traveling far.</p>
--	--	---	---