

Online Service Means Convenience

ERA

U.S.

Dealership-wide Solutions

Ask Yourself...

- ? Am I losing business because my service department is not available when my customers want to make an appointment?
- ? Are my customers frustrated with the inconvenience of scheduling an appointment at my dealership?
- ? How much revenue do I miss by not showing declined services, OEM campaigns, and recommended maintenance to each customer?
- ? Are my advisors spending more time chained to the phone than selling on the drive?

43% of online service appointments are made between the hours of 7 p.m. and 7 a.m.¹

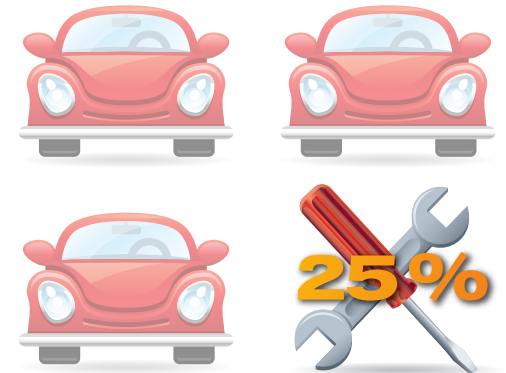
Expect Results

- Increase service revenue by capturing appointments made after hours.
- Reduce the time your service advisors spend on the phone, so they can focus on selling in the service drive.
- Upsell more often by showing declined services and vehicle-specific recommended service options.
- Build loyalty by giving customers the ability to schedule service, see the status of the vehicle, and see their service history at their own convenience.

¹ Reynolds Web Solutions Study

² Mindy Shutte, GM Director of Service & Parts

Are You Missing Out On Potential Service Revenue?



25% of all dealership Web searches are related to the fixed operations area of the dealership.²

About Service Portal

Offer your customers real-time convenience in scheduling service and accessing their vehicle service records with Service Portal, a collection of innovative Web solutions that extend your customer relationships to the Internet.

Customers can conveniently schedule service appointments online.

Customers can easily check the status of their vehicle online.

“In the first three months we experienced a **14% jump in recurring Internet customers**. Our service and sales teams improved productivity and developed stronger customer relationships.”

Scott Harris, President
Bill Harris Auto Center
Ashland, OH

Highlights

- Give your customers the ability to easily select the services they need and make service reservations right from your website.
- Confirm appointments through automatic e-mails sent to the customer as soon as the reservation is set and several days prior to their appointment.
- Keep ERA® current as customers update their e-mail, phone number, address, and vehicle information online with data flowing to and from ERA in real time.

Keep your customers connected to your dealership throughout their ownership life cycle with reasons to continually visit your website. Service Portal helps you provide a positive and convenient customer experience with your dealership.

Service Portal
for ERA® and WebMakerX® 2.0