



# SELF-SERVICE IN SERVICE

## ***A New Dealership Standard***

Kiosks Put Your Customers in the Driver's Seat –  
and Rev Up Your Dealership's Bottom Line

# INTRODUCTION

Whether it's checking bags at an airport, checking out at a grocery store, or ordering in a restaurant, chances are good you've used a self-service terminal or kiosk recently.

Kiosks have become common enough that the majority of the public, particularly younger generations who are making up a more significant percentage of your customer base every year, are comfortable using them.

The industries that have started using kiosks have seen *customer experience improve in fundamental ways.*

## Typically, kiosks:

- Speed up processes.
- Increase efficiency, helping your employees get more done and focus efforts on profit-producing activities.
- Empower your customers to be in control, putting them in the driver's seat of their own experience.
- Allow customers to complete a check-in with minimum contact with employees and other customers.

## So, why haven't kiosks made as big of an impact in the automotive retailing industry?

### Consider this:

1

While kiosks are becoming more common, they haven't been readily available to dealerships. Many dealerships simply haven't been exposed to the possibilities kiosks bring in terms of process improvements and revenue potential.

2

Changing processes can take time. When you implement new technology, you need to educate both your employees and your customers before you are able to see the benefits, no matter how large.

3

It's natural to be concerned that the more you remove the human element from dealership interaction, the fewer chances you have to upsell or establish the unique connection that keeps customers coming back.

Thankfully, each of these can be put to rest. The truth is, kiosks shape business interactions for the better. They make customers happier and more satisfied with your business and allow employees to function at a higher, more productive level. They're a win-win investment that will bring returns far into the future.



### How

Read on for a deep-dive into how kiosks can dramatically improve your service department and discover why now is the time for you to put this technology to work for your bottom line.

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# HOW KIOSKS SHAPE BUSINESS INTERACTIONS

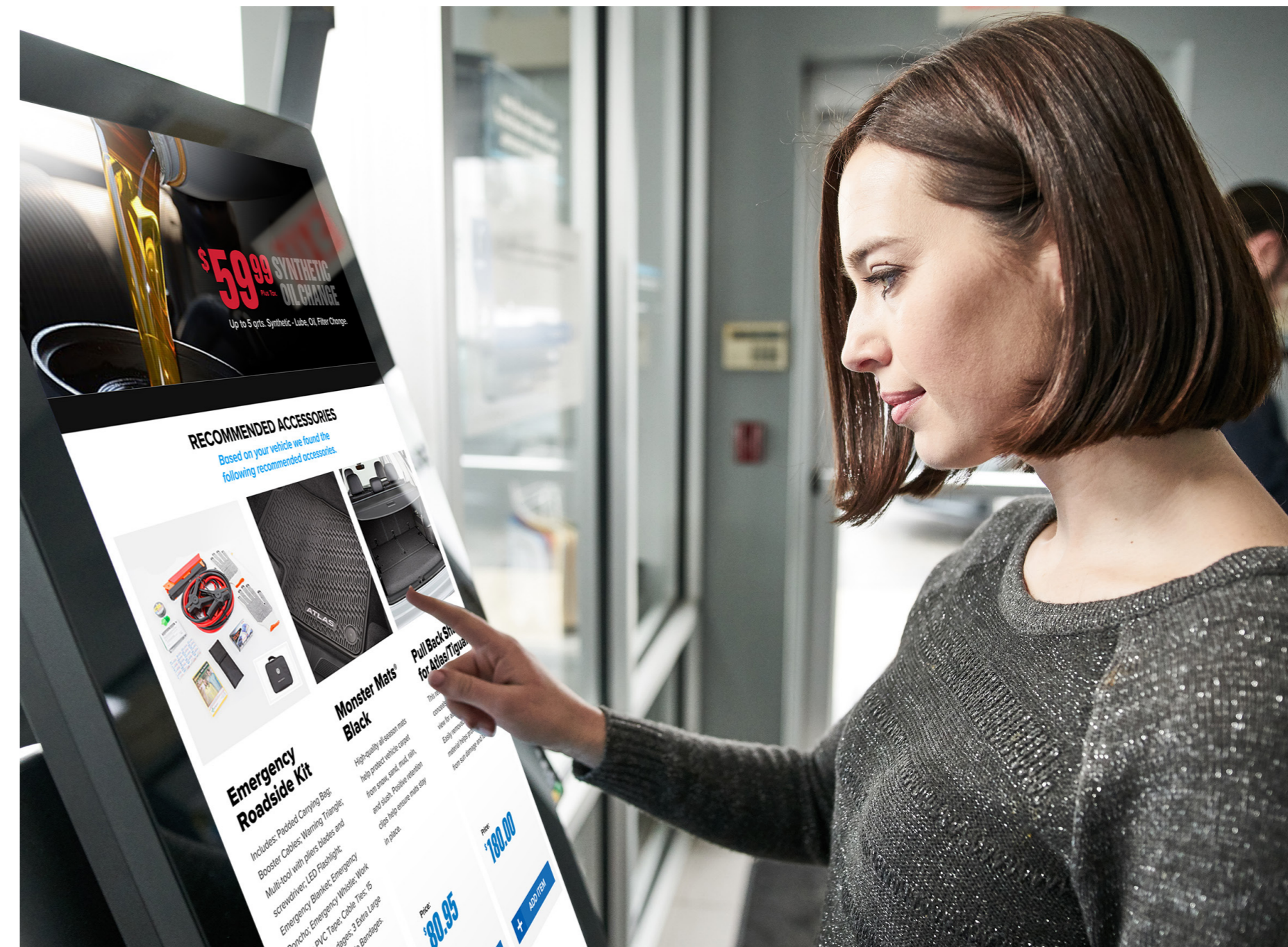
**The total value of the kiosk market is expected to more than double from 2019 to 2025.<sup>1</sup>** Much like mobile devices or digital advertising over the last decade, kiosks are on a trend line that suggests explosive growth as the public becomes more acclimated to the technology and companies figure out how best to leverage it.

In fact, that growth is already well underway. Kiosks are currently shaping business interactions in profitable ways – ways that translate effectively to the dealership service department.

## ↑ Upselling

Think of your last interaction with a kiosk. Whether you were looking up songs on a jukebox or buying a combo meal at a fast-food restaurant, chances are you were presented with recommended purchases. Your service department customers already expect to have additional services offered to them.

What if those services were customized to the individual and presented in the form of a passive kiosk recommendation? Data suggests kiosks can improve the upsell rate at your dealership by 20% or more from customers self-selecting an upsell upon check-in.



# HOW KIOSKS SHAPE BUSINESS INTERACTIONS

## ✔ Convenience

Is there anything today's consumer loves more than convenience? By putting your customers in the driver's seat with a self-service kiosk, you enable the entire service process to flow more smoothly. **When Ford dealers recently implemented kiosks, they reported a 75% faster service check-in (under two minutes).**<sup>2</sup> Also consider kiosks allow for 24/7 access to collect payment and drop off and pick up keys, with everything tracked in the dealership's software to ensure safety and security standards are maintained.

Plus, kiosks boost efficiency. For example, if a customer updates their phone number or address at check-in, the kiosk automatically updates the customer record, preventing the inevitable, frustrating interaction where the phone number needs to be rekeyed into the dealership management system (DMS) and then again in the CRM. Kiosk implementation can lead to collecting customer information at a better than 95% rate of accuracy.

## ⚙️ Control

Rather than being forced through a series of unenjoyable interactions, today's consumer will actively search out businesses offering a self-led experience. This plays especially well in service departments, where customers already feel defensive simply because the average person lacks the knowledge to know what maintenance their vehicle needs.

It also helps that kiosks promote social-distancing, providing high-quality service a few extra feet away from other people and allowing customers to avoid in-person interactions if desired.

When Ford dealers  
implemented kiosks  
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**75% FASTER**  
**SERVICE CHECK-IN**



## THE POWER OF SELF-SERVICE

We've already touched on the power of self-service as a way of appealing to younger demographics. As with many other innovations, we see growth beyond early adopters as the technology becomes more common, and other demographics become familiar with it. A good example of this is smart phone ownership. **In 2011, only about 35% of Americans owned a smart phone. Now, its estimated almost 81% of Americans use one (or more).**<sup>3</sup> When technology is built to enhance the user experience and make their lives more convenient, consumers buy in.

Similar to phones, once someone becomes comfortable with kiosks, they like them – a lot. According to one recent survey, **85% of Americans have now used a kiosk, and 49% of consumers want self-service kiosks at every store they shop at, regardless of industry.**<sup>4</sup>

Capitalizing on this growing consumer sentiment, early adopter dealerships who have incorporated kiosks into their service departments have seen great results, including **reduced check-in times, increased upsells, and additional appraisal opportunities.** At one store, 89% of customers said the device made check-in easier, and 98% said it answered all of their questions.

Ultimately, kiosks provide unique value by delivering a self-led experience with customized presentations that keep customers engaged and impressed with how smoothly your dealership runs. That also means they're primed to spend more money.

**REDUCED**  
check-in times

**INCREASED**  
upsells

**ADDITIONAL**  
appraisal opportunities

# HOW KIOSKS TRANSFORM THE EMPLOYEE EXPERIENCE

In focusing on the benefits of kiosks for the customer experience, we can't overlook the impact they have on your employees. The transformation of the employee experience might be even more important for your bottom line because it frees up your advisors to fulfill other profit-producing tasks in the store.

## ? How

Now more than ever, the role of the service advisor is to sell additional services. Previously, this started with an initial greeting as advisors began forming a relationship with the customer.

**Now, consumers can feel more in control increasing the trust they have in your dealership.**

### With kiosks, customers can:

- Check in for a service appointment
- Update their contact information
- Choose the reason(s) for their visit
- Select additional maintenance items
- Review potential recalls
- Request a trade-in appraisal
- Pay for their services
- Drop off and pick up their keys

On average, dealers experience an

**11% INCREASE**  
in trade-in appraisal  
requests with kiosks

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**That relieves your advisors of a lot of responsibility for simply moving the customer from Point A to Point B in the process, allowing technology to fill the gap with speed and efficiency.**





**When service advisors are freed up to make more profitable uses of their time, they can pursue activities such as:**

**Interacting with waiting customers.** For those customers for whom a self-service kiosk simply isn't a workable option or who have a more complex issue that requires face-to-face interaction and collaboration, your advisors are able to work with them in a more timely and focused manner.

**Following up on recommendations or inquiries.** While the kiosk can handle the greeting and basic upsell, your advisor will still be the one performing follow-up communications with an appropriate sense of urgency. Plus, if the customer initially declines recommendations on the kiosk, your skilled advisor can make a second attempt, perhaps providing some needed context or additional information. Customers will still ask questions about services or other general inquiries, and now your advisors will have more time to follow up.

**Building relationships.** We've talked about cutting down on unwanted or unnecessary interactions throughout the service process, but that doesn't mean we're looking to eliminate the human element – and that's not what customers say they want, either. Even if customers don't want a face-to-face interaction at your store, it's still good to have a phone call or text message conversation to humanize the dealership.

Ultimately, kiosks provide crucial assistance to your advisors while enabling them to pursue more profitable uses of their time.

Through this transformation of the employee experience, dealerships adopting kiosks as part of the service process will **see increased customer and employee satisfaction and boosted revenue potential.**

## THE BOTTOM LINE

Self-service kiosks in the dealership are an emergent technology that will deliver for your dealership's bottom line.

Kiosks provide everything from enhanced convenience and customer control to additional profit opportunities, all while empowering your employees to be the most productive versions of themselves.

In short, kiosks are a win-win-win – a win for your customers, a win for your employees, and a win for your business.

The rewards of innovation go to those willing to take the first step.

**Are you one of those people?**

### Sources

<sup>1</sup> Mordor Intelligence

<sup>2</sup> Cars.com

<sup>3</sup> Pew Research

<sup>4</sup> Retale

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For more information on our kiosks:  
**800-961-4151 | [gomoto.com](https://gomoto.com)**

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