While fixed operations generate only 12 percent of the average dealership’s total revenue, they account for a whopping 60 percent of a store’s net profit.

The service business is clearly a lucrative business. Your competitors, third-party repair shops, anyone with a wrench, and access to Craigslist all battle for your customers’ service dollars. It’s critical that you change your way of selling, servicing, and retaining customers to survive.

Gone are the days when your customers would come to your dealership for service simply because they bought their car there; regardless of how much they like you, they’re shopping around. It’s critical that you make the shift from price-focused selling to proactively engaging your customers and pulling them into your store before they start shopping around. But how?

CREATE A FOURTH LEAD SOURCE FOR YOUR DEALERSHIP

Deploy a fully integrated data mining platform that continually searches the wealth of valuable customer information your DMS houses, feeds vehicle evaluations, and future sales and service opportunities through your CRM. By identifying customers in a favorable position to spend money at your dealership, your data mining technology should generate actionable insights and warm leads for your team to pursue. Some examples of service opportunities that can be mined by an effective platform are:

- Extended service contracts
- No service in X months
- Declined services
- Service no purchase

To ensure you’re able to spend more time focusing on growing your business, use pre-set database queries first. Then work with your technology partner to build in functionality to automate email and direct mail marketing into your data mining strategy ensuring optimal results.

Since your data mining technology should always be actively seeking out new opportunities for your dealership, your ability to increase fixed ops revenue – and develop loyal service customers who are more likely to return to purchase another vehicle – should improve significantly.

Interested in learning more about how Revenue Radar can help you generate new opportunities – and improve profit margins – at your store?

Visit revenueradar.com to see how it works!