HEBERT'S
**Town and
Country**
DODGE • CHRYSLER • JEEP

How Hebert's Town & Country Used TEXT2DRIVE™ To Transform Their CSI Scores!

An Actual Case Study Written By John Frazier of Hebert's Town & Country

SERVICE ADVOCACY	OVERALL SERVICE ADVISOR	FIXED FIRST VISIT	SURVEYS COMPLETED
32% INCREASE	**27%** INCREASE	**10%** INCREASE	**208%** INCREASE
From 70.6% to 93.1%	From 75.4% to 96%	From 85.6% to 94.4%	From 681 to 2,092

Improved Communication is Your Key to Satisfied Customers!

TEXT2DRIVE™ is a revolutionary tool for the dealership that in many ways automates and significantly improves communication with the customer. Time spent on the phone is greatly reduced with its ability to create templates, integrate with the DMS, and text multiple people at once so that you can spend more time on what matters.

Like any other tool, **TEXT2DRIVE™** is only as good as its utilized. If you intend to get serious and personal with your customers, **TEXT2DRIVE™** is the way to go! The staggering results on the previous page show some key areas of our customer satisfaction that have dramatically improved year-over-year with the consistent use of **TEXT2DRIVE™**.
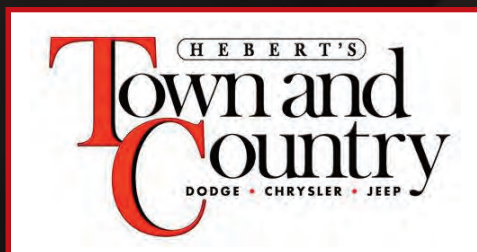
Effective Communication Exhibits Superior Customer Service

Which In Turn Enhances ALL Areas of the Customer Experience.

Actual Year-Over-Year CSI Score Card Results Increase From Hebert's Town & Country

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OVERALL DEALERSHIP	Previous Year	Current Year	INCREASE
Facility	85.0%	95.0%	11.8%

TREATMENT	Previous Year	Current Year	INCREASE
Feel Valued	76.0%	93.1%	22.5%
Length of Time	66.9%	88.2%	31.8%
Courtesy & Professionalism	81.8%	94.7%	15.7%
Drop-off Time	71.8%	93.1%	28.2%

SERVICE ADVISOR SATISFACTION	Previous Year	Current Year	INCREASE
Cost Estimate	71.9%	92.3%	28.3%
Understanding & Documentation	93.5%	98.1%	4.9%
Progress & Completion Updates	77.0%	95.3%	23.8%
Cost Estimate Satisfaction	81.9%	93.5%	14.2%

SERVICE PICKUP	Previous Year	Current Year	INCREASE
Multi-Point Inspection	79.2%	88.9%	12.2%
Explanation of Work & Charges	81.4%	95.2%	17.0%
Fairness of Charges	71.8%	88.6%	23.4%
Time Estimate	70.7%	91.8%	29.8%

REPAIR QUALITY	Previous Year	Current Year	INCREASE
FFV (Fixed First Visit)	86.3%	94.4%	9.4%
Thoroughness	79.1%	92.8%	17.3%
Condition & Cleanliness of Vehicle	77.4%	91.2%	17.8%

SCHEDULING	Previous Year	Current Year	INCREASE
Ease of Scheduling	75.9%	94.2%	24.1%

The Secret To How We Did It

Take A Page Out of Our Play Book & Follow This Service Process Flow Chart!

STEP 1
CUSTOMER INQUIRY
Contact Info:
Sends Advisor's contact info to customer so they have direct access to the Advisor.

STEP 2
APPOINTMENT SET
Appt Calendar Invite:
Send invite to schedule appt.

Appointment Thank You:
Send after setting appt.

Auto Text Reminder:
Sends the day before appt.

Reschedule Appointment:
Send if appointment is missed.

STEP 3
WRITE UP
Auto Welcome Text:
Automatically sends when Repair Order is printed.

STEP 4
PROGRESS UPDATE
Progress Delay:
Send when there is a delay getting the car in stall.

Vehicle Update:
When car is in stall but diagnosis isn't necessary.

Diagnosis Update:
When car is in stall but no diagnosis reached.

STEP 5
AUTHORIZATION
Authorization Needed:
Will ask the customer to call in order to review recommendations and/or diagnosis.

Confirmation:
Send to get written confirmation.

STEP 6
PARTS IN STOCK
Parts Are In:
Informs the customer their special ordered parts are in and offers to set an appointment.

STEP 7
REPAIRS COMPLETE
Ready for Pickup:
Informs the customer their vehicle is completed. Send after invoicing the Repair Order.

STEP 8
POST FOLLOW UP
Send Survey:
Check up on the customer a few days after. Informs them of the survey.

Survey Expire:
Reminds customer that they have a survey and it will expire soon. Send 1-2 weeks after survey is received.

T2D CASE STUDY

OUR TOP 5 CSI GAME-CHANGER TIPS!

TIP 5 — Ensure that the person you're communicating with is the primary "customer name" on the Repair Order so the automatic text addresses them properly.

TIP 4 — Get everyone in the department involved. This is a tool that can be used not only to improve customer communications but internal communications as well.

TIP 3 — Always end the write up process with "In just a moment you'll receive a text that welcomes you to our dealership. This is the best way to communicate with me."

TIP 2 — If the customer that calls to schedule has never been to your dealership, send them a text like this; "Hi, this is [EMP_NAME] at [DLR_NAME]. Please send last 8 of your vin#, first and last name, address and email to create your profile." This will help the advisor move on to the next customer and minimize customer frustration on the phone while trying to input new information.
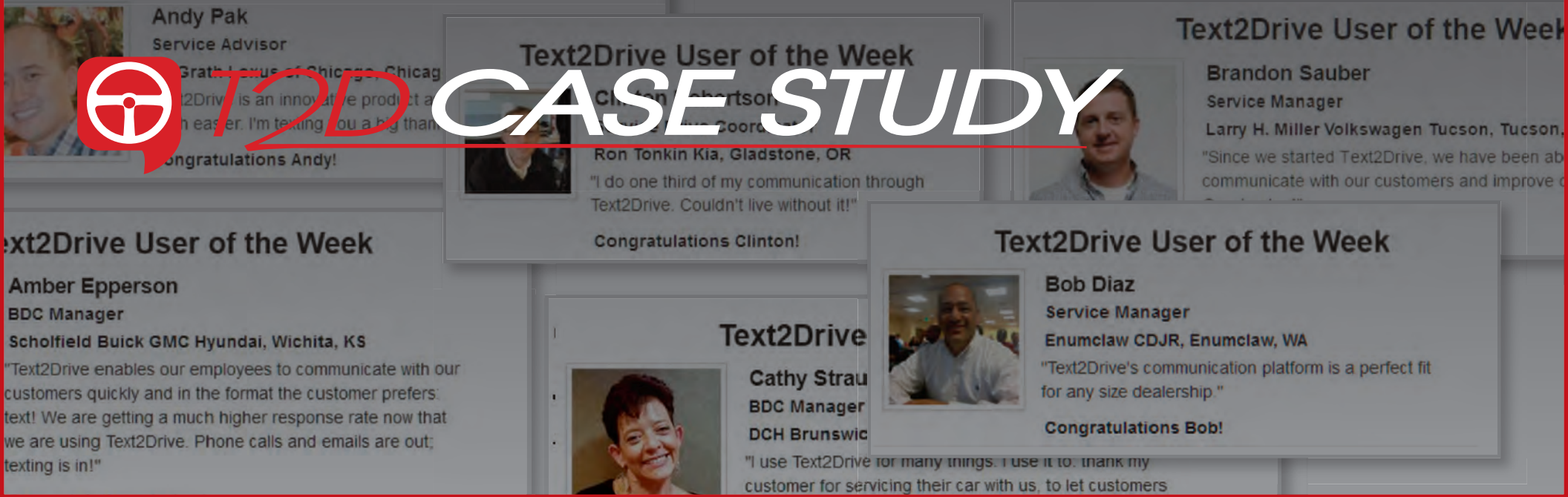
TIP 1 — Use the **TEXT2DRIVE**™ like you can't live without it. Watch your department become more profitable when redundant phone calls become non-existent. When the majority of phone calls are new business, the department flows more efficiently.

T2D CASE STUDY

TEXT2DRIVE™ Is A Swiss Army Knife For Your Service Department

A software platform is a tool and is only good if you use it, and the proper processes are in place. It's only as good as the people who use it. When used properly, it will streamline your service department's efficiency and will save thousands of man hours through standardizing and automating communication efforts.

Don't Take TEXT2DRIVE's Word For It.

Take A Look At The Hundreds Of Testimonials And Case Studies On TEXT2DRIVE.com

Want To Become TEXT2DRIVE's Next Great Case Study?

TEXT2DRIVE
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or TEXT2DRIVE.com