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Quorum's Service Quoting tool paying big dividends for dealers

Additional customer pay service skyrockets with new M3 toolkit

The first 33 dealerships running Quorum's M3 (Make More Money) suite of software tools have earned more than \$2 million in closed service work each month collectively over the last six months of 2014, Quorum said.

Financial analysis of the dealerships' bottom lines showed the monthly average topped \$62,800.

The results, revealed at the start of the NADA Convention and Expo and shared with *Canadian AutoWorld* on the show floor, come roughly a year after the Canadian software company first announced the release of its M3 software suite.

The 10 M3 toolkits are specific sets of process, software functionality and training designed to maximize dealership revenue streams, particularly in parts and service.

Chief among them are the fully integrated and inclusive vehicle inspection process (VIP), which encompasses the entire service flow starting with the customer appointment, through advisor and technician inspections and quoting additional work required.

"When we announced the M3 toolkits at this time last year, we knew that the processes would help dealerships, but the results from this one M3 toolkit surprised even us," Maury Marks, Quorum's president and CEO said.

"These dealerships have enjoyed documented, real, sustained increases in their service and parts business just from taking advantage of the tools that we provided."

Marks said Quorum asked dealer partners over a year ago what process the company could build and add to its core DMS product XSellerator that would help bring in more revenue to a store.

"As you can imagine, they were very engaged," he said.

The result was the creation of 10 Make More Money processes.

Mark Allen, V-P of sales, marketing and services, said the first installs started in early 2014 with a group of 33 dealerships finished over a six-month period.

Of the 10 tools, Marks called Service Quoting the "crown jewel" of the suite.

Essentially a customer drives in and an advisor armed with an iPad or tablet can do an interactive walkaround with the customer.

That report is added to by the tech who does a more thorough inspection when the vehicle is on the hoist. The

tech's notes are integrated into the system and the rest of the software so the system can build a quote.

The vehicle condition report is configurable by dealership and allows for notes for recommended work, future recommendations or anything that is fine as-is.

"The system is tied into Communicator, meaning the advisor simply has to make sure the quote gets done on a timely basis. They can hit the Communicator button and the report will be automatically sent to the customer for review via email."

Quorum said there are plans to expand to text messaging sometime in the second quarter.

Data from December showed what each store had quoted and closed in the month. While privacy issues prevent

publishing names and figures, some stores saw closed service work total into the six-figure range, Quorum said.

"This is why we're so excited about this. This is money just sitting there," Marks said.

Executives noted there are some great success stories out there for the dealerships that take it seriously and commit to the process.

"If you're committed to doing it, its revenue available to your dealership that you're not taking advantage of. We're already providing the core DMS; this is a bonus for your dealership."

Quorum said it is equipping and training an additional eight stores a month now with more to come.

Quorum's Make More Money (M3) tool kit

Service Quoting	Quoting and selling additional customer pay service for a vehicle already in the shop.
Service Notices	Market and promote scheduled and preventative maintenance to customers.
Service Appointment Booking – No Shows	Managing appointments, including reminders, to reduce missed appointments.
Missed Service Appointments	Identifying missed appointments and contacting customers for rescheduling.
Service GM IVH Campaign Summary	[GM dealers only] Monitoring success of bringing in customers for campaign and recall services.
Parts Discounts	Managing and reducing parts discounting to increase revenue.
Service Discounts	Managing and reducing service discounting to increase revenue.
Extended Warranty Alert Tracker	Targeting customers in for service who are candidates for renewed or additional extended warranties.
Labor Matrix Pricing	Using matrix pricing to vary effective service rates by the size of the job.
Parts Global/Matrix vs. Retail Pricing	Using matrix pricing to vary parts mark-up based on the part cost.