

2026 **NADASHOW**

**LAS VEGAS**

FEBRUARY 3-6



# Service Retention in 2026

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# Overview



The Six Critical Defection Points in the Service Customer Journey



Ten High Impact Strategies That Prevent Defection

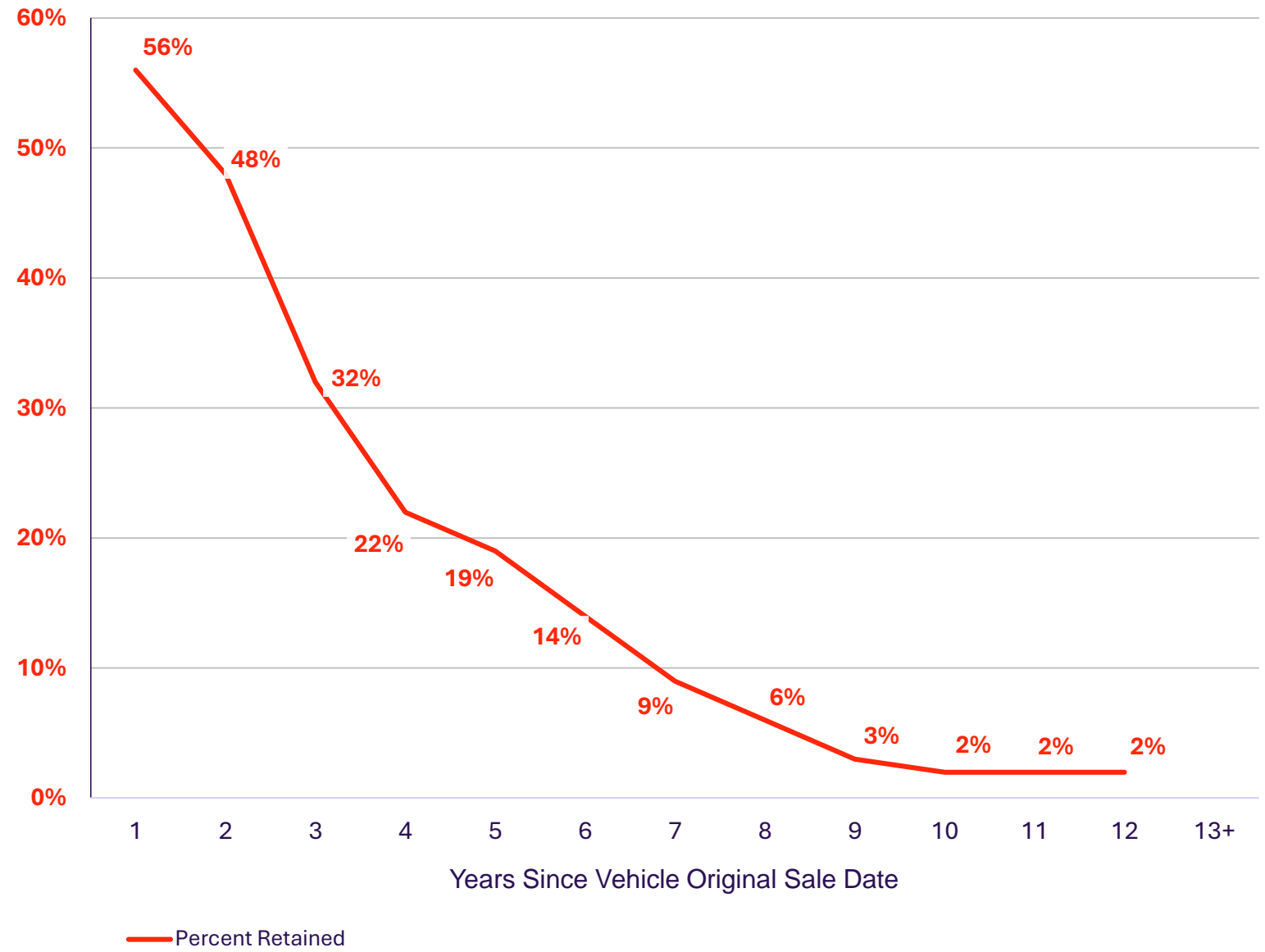


Summary – Action Items for Maximizing Service Retention in 2026



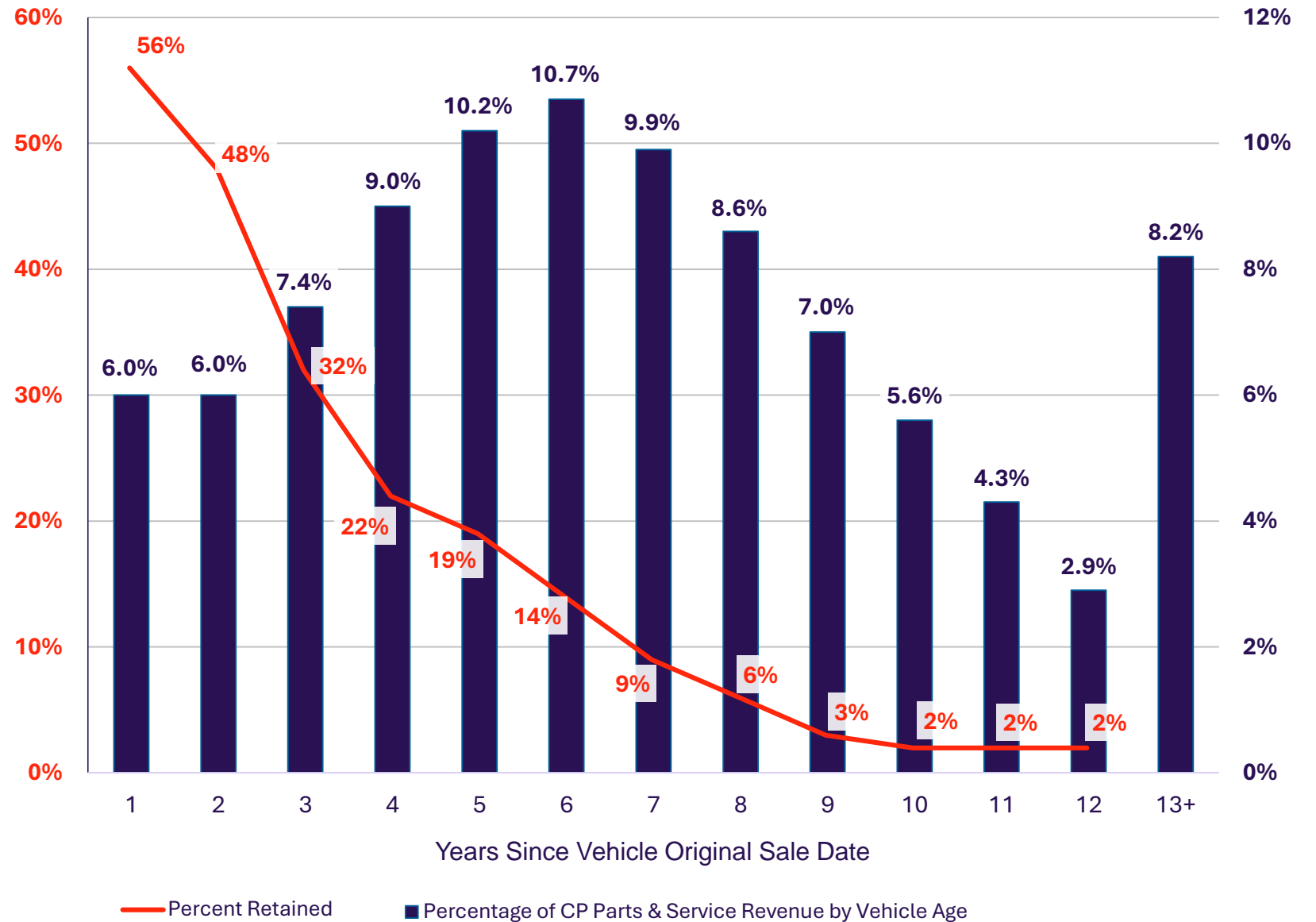
# **The Six Critical Defection Points in the Service Customer Journey**

# Service Retention Rate by Vehicle Age



Source: DriveSure

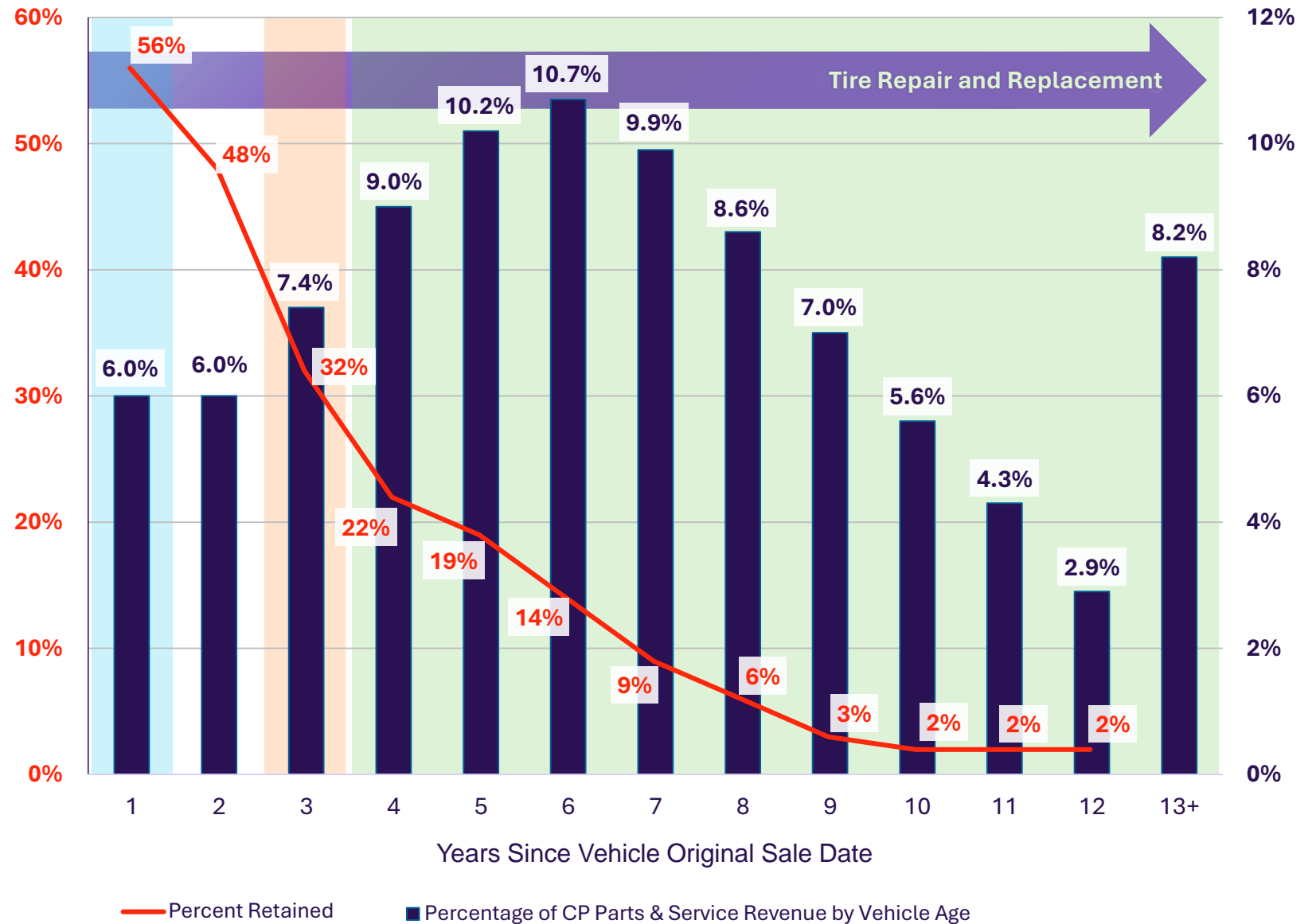
# Customer Pay Parts & Service Revenue By Vehicle Age



Source: DriveSure

# Critical Customer Defection Points

- First Service Appointment
- Scheduled Maintenance
- Expiration of OEM Warranty and/or Paid Maintenance
- Tire Repair and Replacement
- Towing
- Vehicle Trade-In and Repurchase



Source: DriveSure

# High Impact Strategies that Prevent Defection



**Scheduled  
Maintenance**

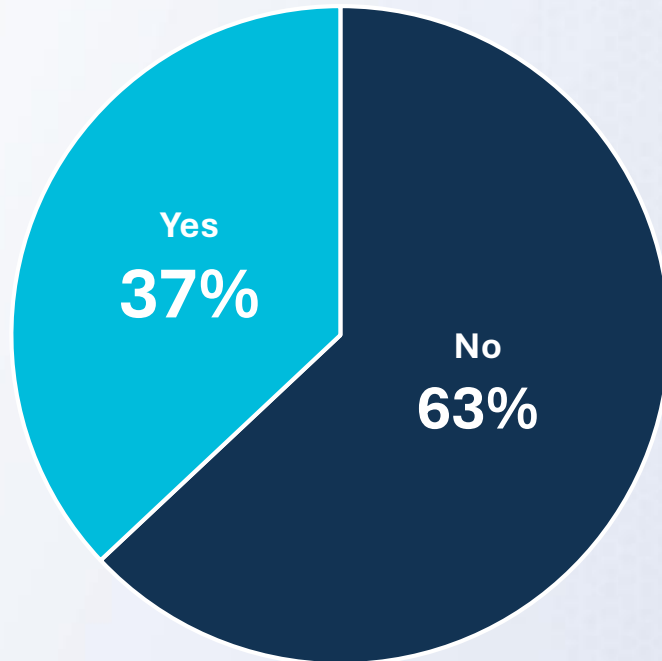
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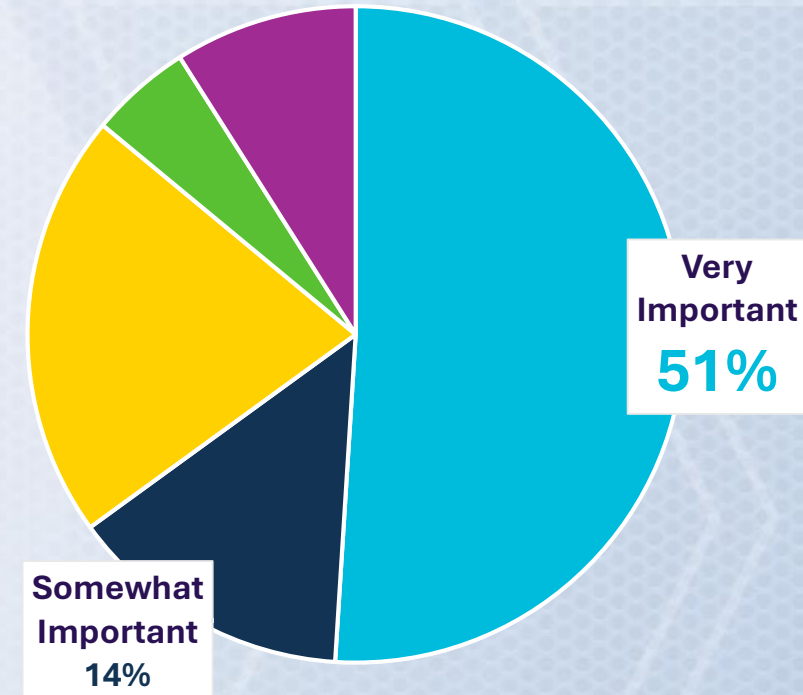
**Unexpected  
Repairs**

# Sales to Service Handoff

The last time you bought a new vehicle at a dealership, were you introduced to anyone from the service department?



How important is it for you to meet someone from the dealership service department when buying a new vehicle?



Source: <https://www.autonews.com/service-and-parts/sales-service-handoff-not-happening-enough-survey-shows>

# Strategy 1: Leverage Proactive Service Scheduling

This is the one question to ask every customer  
**BEFORE THEY LEAVE YOUR DEALERSHIP!**

- Primary accountability rests with Service Advisor
- Cashier confirms: *“Did John schedule your next service appointment?”*
- Measure and monitor against goal

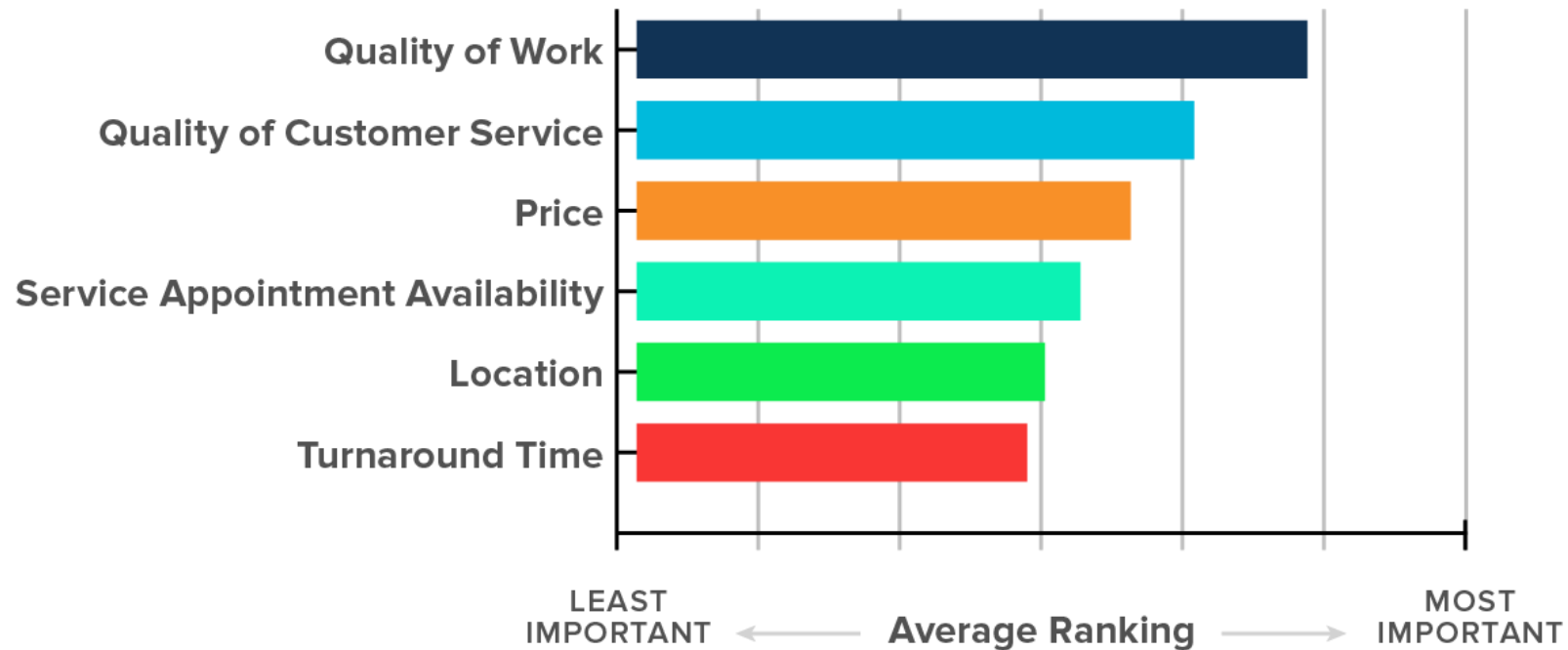


*“Can we  
schedule your  
first/next  
maintenance  
appointment  
now?”*



# Factors Affecting Choice of Vehicle Service Provider

Rank the following items by how important they are to you when deciding where to take your vehicle for service:



Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Strategy 2: Leverage Video Inspection Technology

- Enhances Trust & Transparency
- 1.31 views per video
- 39% of videos are shared
- Average response time after receiving video: 2 minutes 27 seconds
- “OEM partner(s) saw **4 to 7 point** increases in ‘Intent to Return’ / NPS when video is included in the service communication vs without”



**Average RO Value**

WITH VIDEO:  
**\$304**

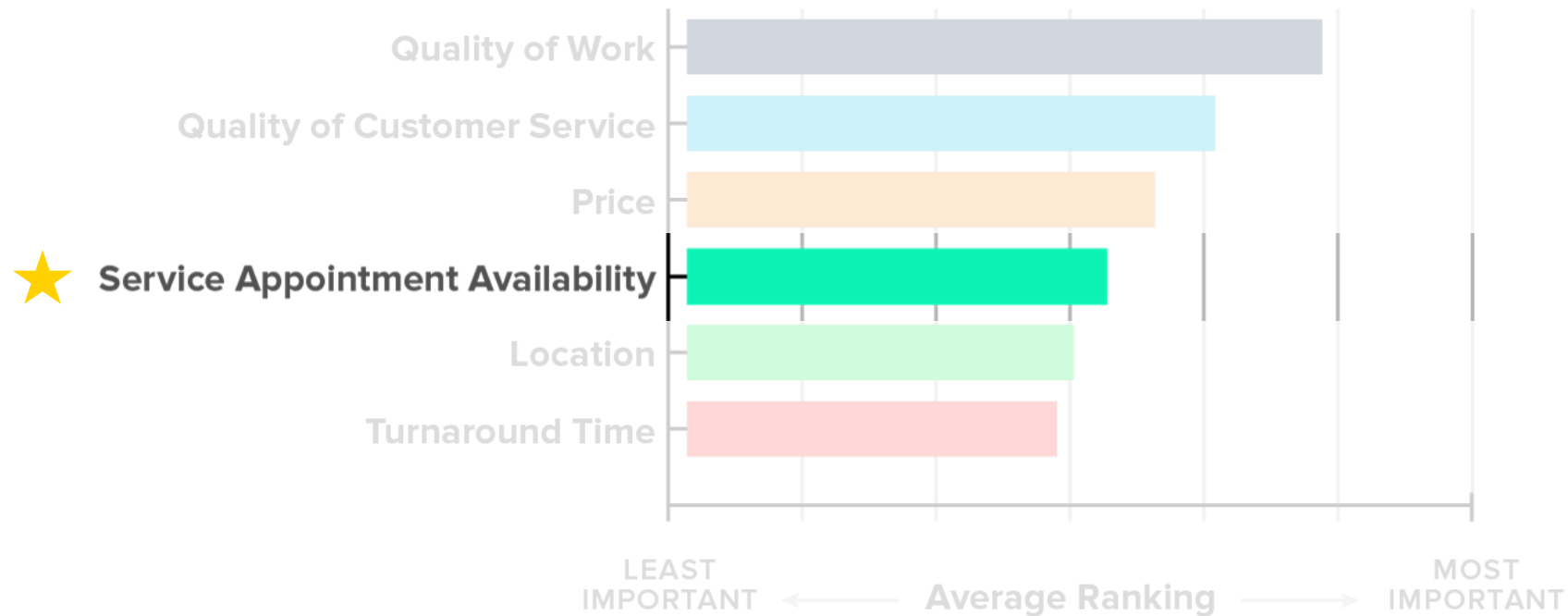
NO VIDEO:  
**\$249**

**\$55**  
INCREASE  
PER REPAIR

Source: TruVideo and CDK Global “How Video Affects ROI”

# Factors Affecting Choice of Vehicle Service Provider

Rank the following items by how important they are to you when deciding where to take your vehicle for service:



Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Strategy 3: Leverage Mobile Service

- More Scheduling Options
- Frees up Service Bays for Complex Jobs
- Higher Recall Completion Rates
- Average Vehicle Age: 7 years



**90%**

Of customers who used Ford's mobile service say they want to use it again

**84 NPS**

*(Net Promoter Score)*

15 points higher than in-dealership service visit

Source: Ford Authority "Ford Pickup & Delivery, Mobile Service Gaining in Popularity"

Source: Curbee

# Strategy 4: Leverage Recalls as Your Customer Acquisition & Reactivation Strategy

- Safety & Reliability Drive Action
- Exclusive to Dealerships
- No Cost to the Consumer
- Leads to Upsell Opportunities



## Recall Appointments:

Average of

**635 days**

since last visit

## Reactivation Rate:

**64%**

+ service visit within 12 months

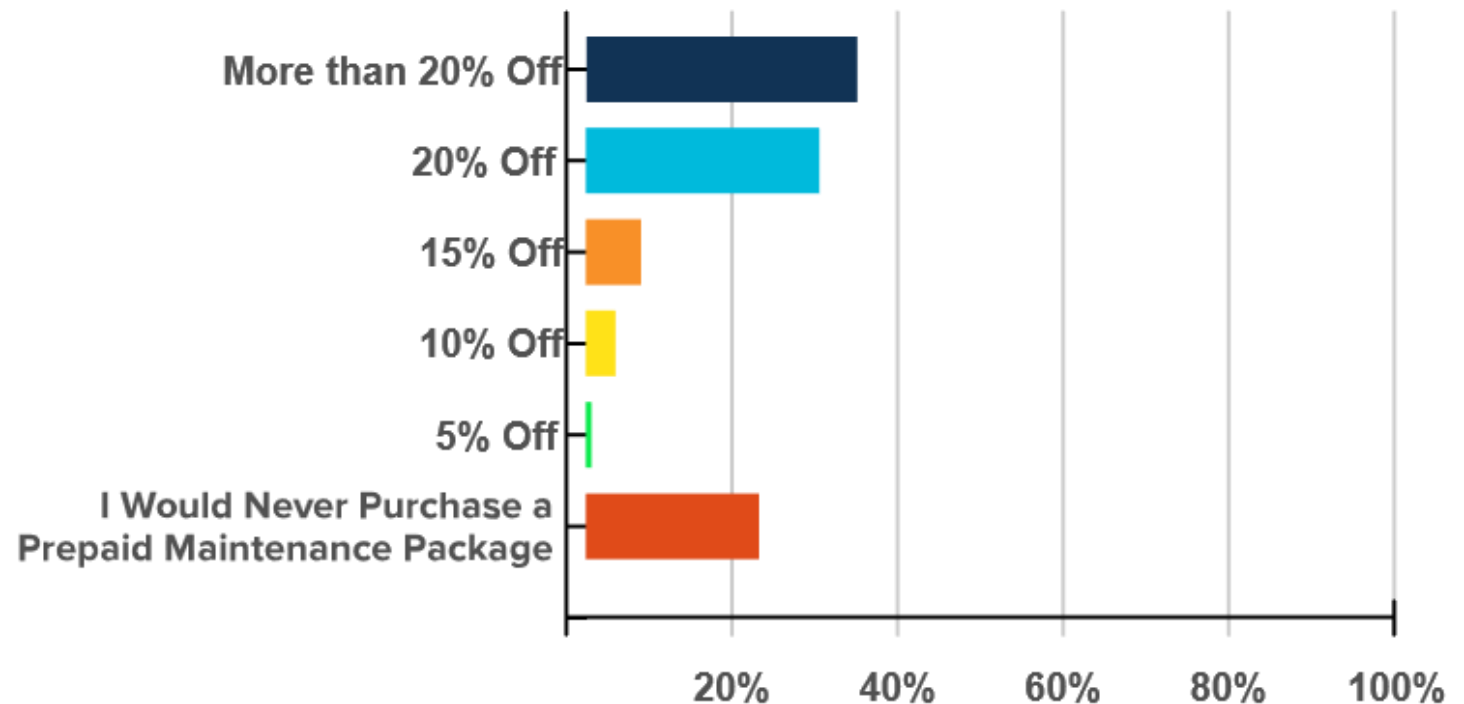
Source: Retention Roadmap Podcast "Turning Recalls into Revenue: The BizzyCar Blueprint"

# Prepaid Service Bundles

**78%**

of consumers would be likely to purchase a PPM package, so long as they have the right discount

If your dealership allowed you to prepay for a package of service appointments, what is the minimum discount they would need to offer to make you likely to purchase a prepaid maintenance package?



Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Strategy 5: Sell Prepaid Service Bundles on the Service Drive

- Designed by you specifically for your service drive.
- Seamless (automated) process for Service Advisors to sell and redeem.
- Integrated Marketing – Customers advised of # services remaining.
- Access to Key Performance Metrics.
- Prepaid Service Redemptions become your most frequent service performed.

## Every Package Includes:



3 Oil Changes



3 Tire Rotations



3 Car Washes



**Is Your  
Service  
Department  
Effectively  
Selling  
Prepaid  
Service  
Bundles?**

# Strategy 5: Sell Prepaid Service Bundles on the Service Drive

**87%**

**12-month retention rate for customers that purchased a Prepaid Service bundle**

**VS**

**58%**

**12-month retention rate for customers that purchased a single service**

Source: DriveSure

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# Service to Sales Handoff

Vehicle Trade In and Repurchase

**21.7%**

of new vehicle buyers are active service customers

Source: DriveSure



**15%**

of buyers were provided a trade-in value for their vehicle at their last service visit

Source: Urban Science Insight Lab

**14%**

of buyers were provided information on new vehicle offers at their last service visit

Source: Urban Science Insight Lab

**13%**

of buyers were introduced to a member of the sales team at their last service visit

Source: Urban Science Insight Lab

**12%**

of buyers were offered to trade-in their vehicle at their last service visit

Source: Urban Science Insight Lab

Source: "Powering Thriving Dealerships with Dealership Service" Urban Science Insight Lab. <https://www.urbanscience.com/insightlab/dealershipservice/>

# Strategy 6: Be Proactive on the Service to Sales Handoff

- Coordinate a service to sales process with service, used car, and new car managers.
- Identify in demand vehicles coming in for service.
- Formalize a process for providing trade in values.
- Track your % of new sales coming from active service customers.

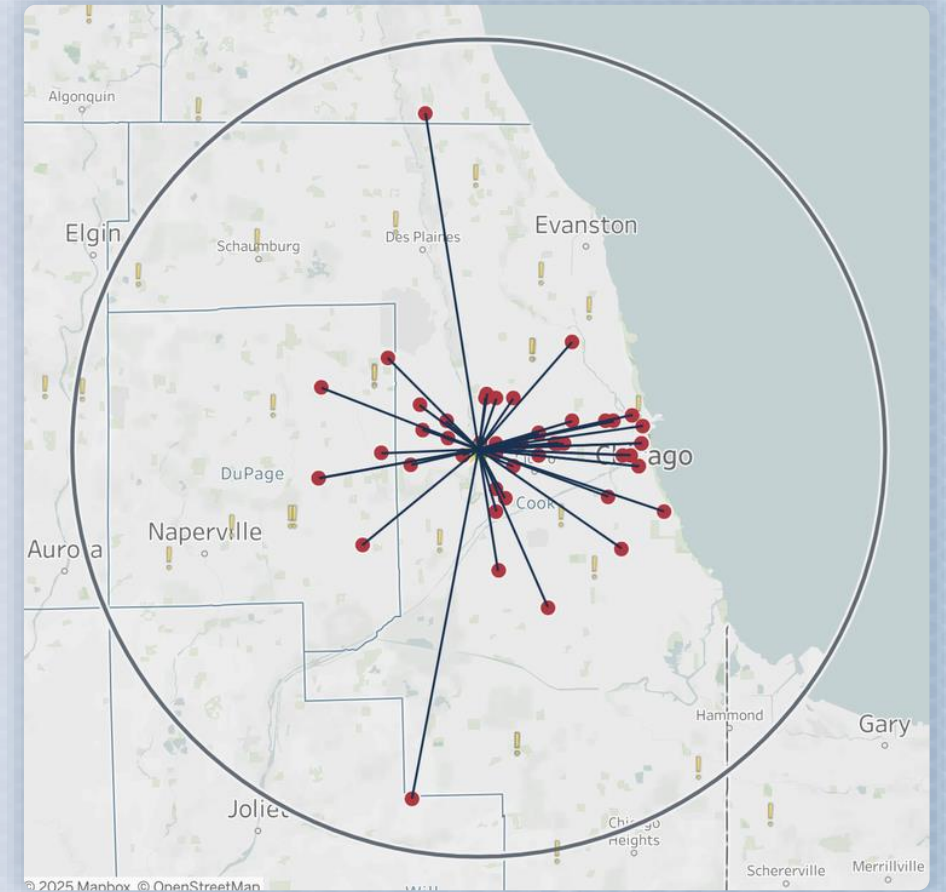


**Is Your Service  
Department  
Actively  
Driving New  
Vehicle Sales  
Opportunities?**



# Strategy 7: Leverage & Promote Roadside Assistance Tied to Your Dealership

- Provide “Service Activated Roadside Assistance” with all Maintenance Services
- Ensure your dealership is the default tow-to location



# Strategy 7: Leverage & Promote Roadside Assistance Tied to Your Dealership

- Are you getting immediate notification of roadside assistance dispatches for YOUR service customers?
- Are you getting timely reporting of customer usage with parts and service revenue generated?
- Does your customer have easy in-vehicle access to your preferred roadside assistance provider?



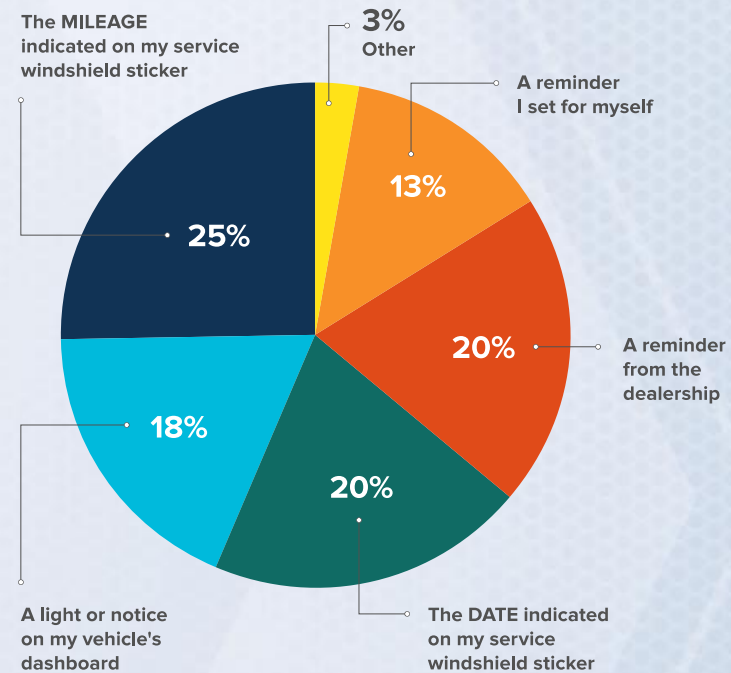
**Audit ALL  
of Your  
Roadside  
Assistance  
Providers**



# Strategy 8: Leverage the Maintenance Reminder Sticker



How do you usually know it's time to get your vehicle serviced?

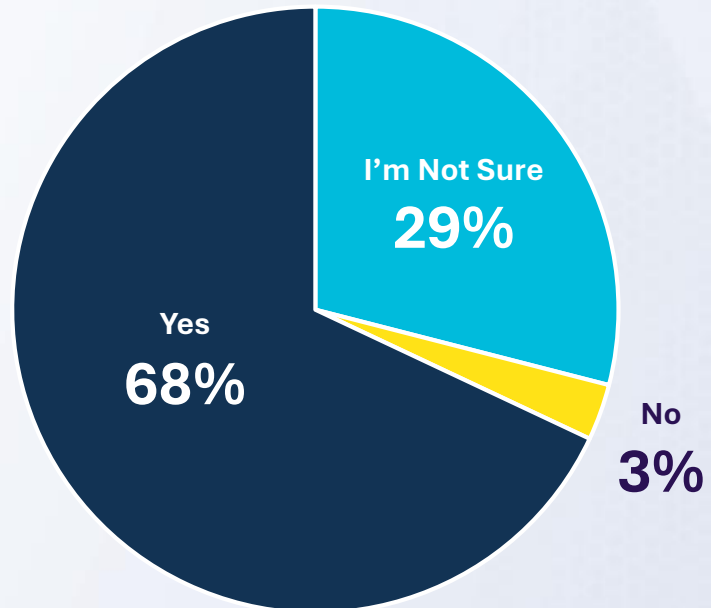


**Make Sure Every Service Customer Gets a New Maintenance Reminder Sticker**

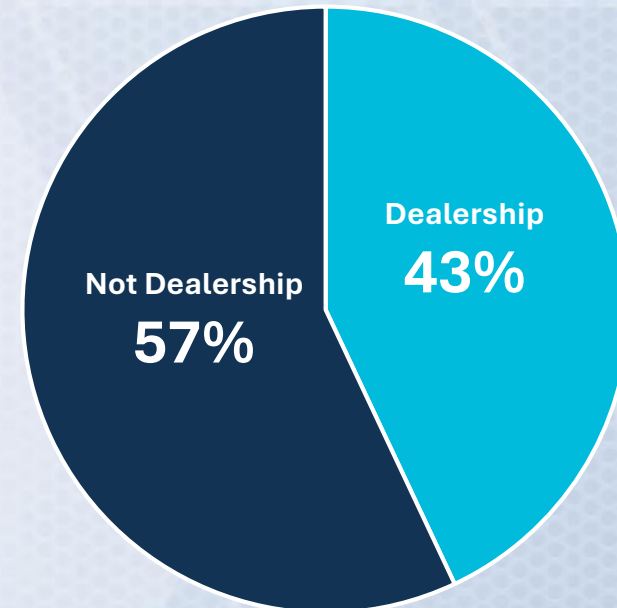
Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Dealerships' Traction with Tires

Does the dealership where you service your vehicle sell tires?



Where did you go the last time you purchased a tire?  
(for those aware their dealership sells tires)



Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

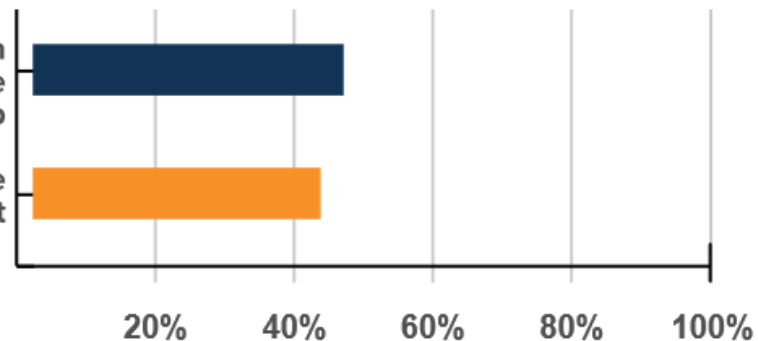
# Strategy 9: Leverage Service Activated Road Hazard Benefits to Promote Tires

- Ensure your dealership is the default destination for your customer to go to for tire repair or replacement.
- Ensure customers are aware of coverage benefits at every service visit.
- Provide 100% Coverage (No Pro-Rata)

**Tire related amenities that are most valuable to you.**

Free Replacement of Worn Out Tires when Vehicle is Serviced at Dealership

Free Road Hazard Tire Repair/Replacement



## Road Hazard Protection Products

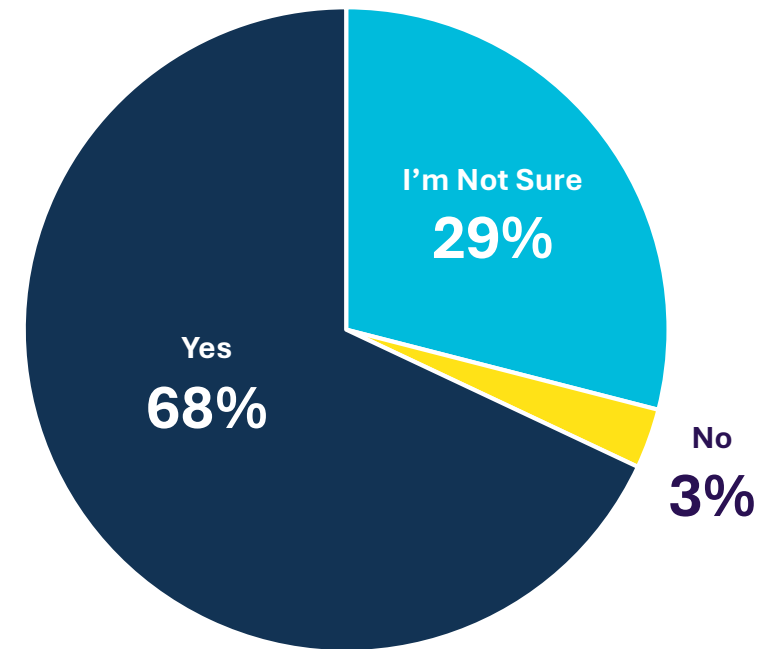
This is a top 3 amenity that service customers find most valuable.

Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Strategy 10: Overcommunicate on Tires

- Multi-Point Inspections (MPI) – Ensure Tire Inspection Results are being verbalized and explained to EVERY customer.
- Train Service Advisors to proactively discuss tire condition, dealer advantages, and any active road hazard benefits with customers during every visit.
- Overcommunicate Dealership Tire Expertise.

Does the dealership where you service your vehicle sell tires?



Source: DriveSure's Dealership Service Retention Report. [drivesure.com/report](https://drivesure.com/report)

# Summary: Scheduled Maintenance Retention

- ❑ Schedule Next Maintenance Visit Before Leaving  
*Especially the First Service Appointment*
- ❑ Leverage Video Inspection Technology
- ❑ Leverage Mobile Service
- ❑ Leverage Recall Technology for Customer Reactivation & Acquisition
- ❑ Leverage Prepaid Service Bundles on the Service Drive
- ❑ Create Processes that Leverage Service-to-Sales Opportunities
- ❑ Make Sure Every Service Customer Gets a New Maintenance Reminder Sticker  
*Include your Preferred Roadside Assistance Phone Number*



# Summary: Unexpected Repair Retention

- ❑ Leverage “Service Activated Roadside Assistance” Tied to YOUR Dealership
- ❑ Leverage Service Activated Road Hazard Protection Benefits  
*This is a top 3 amenity that service customers find most valuable.*
- ❑ Overcommunicate on Tires



**QUESTIONS?**

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