

Ten Keys to Video Quality That Drive Revenue

Next Level Inspection Videos

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Background



11

Years

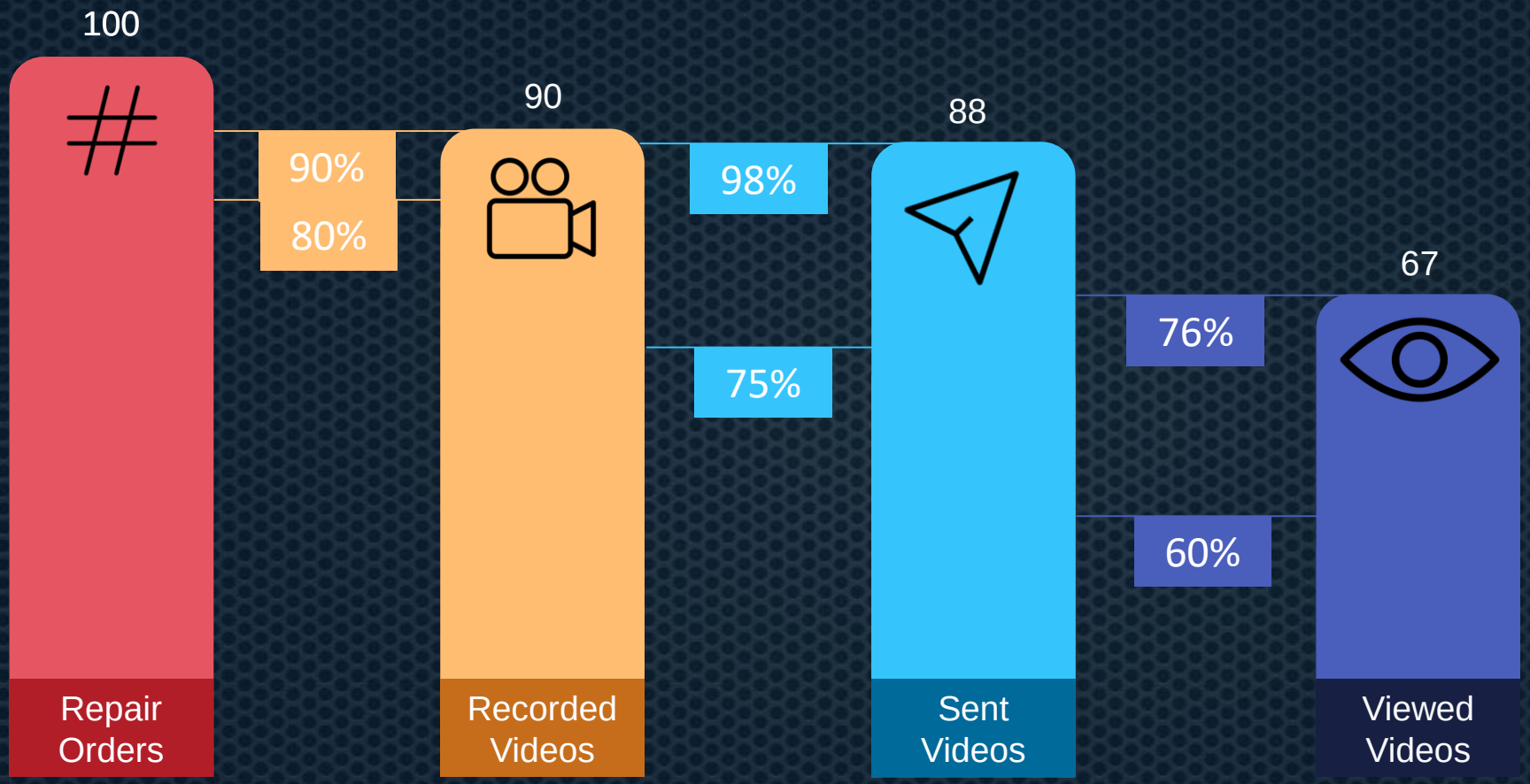
50 million

Videos

25

% improvement

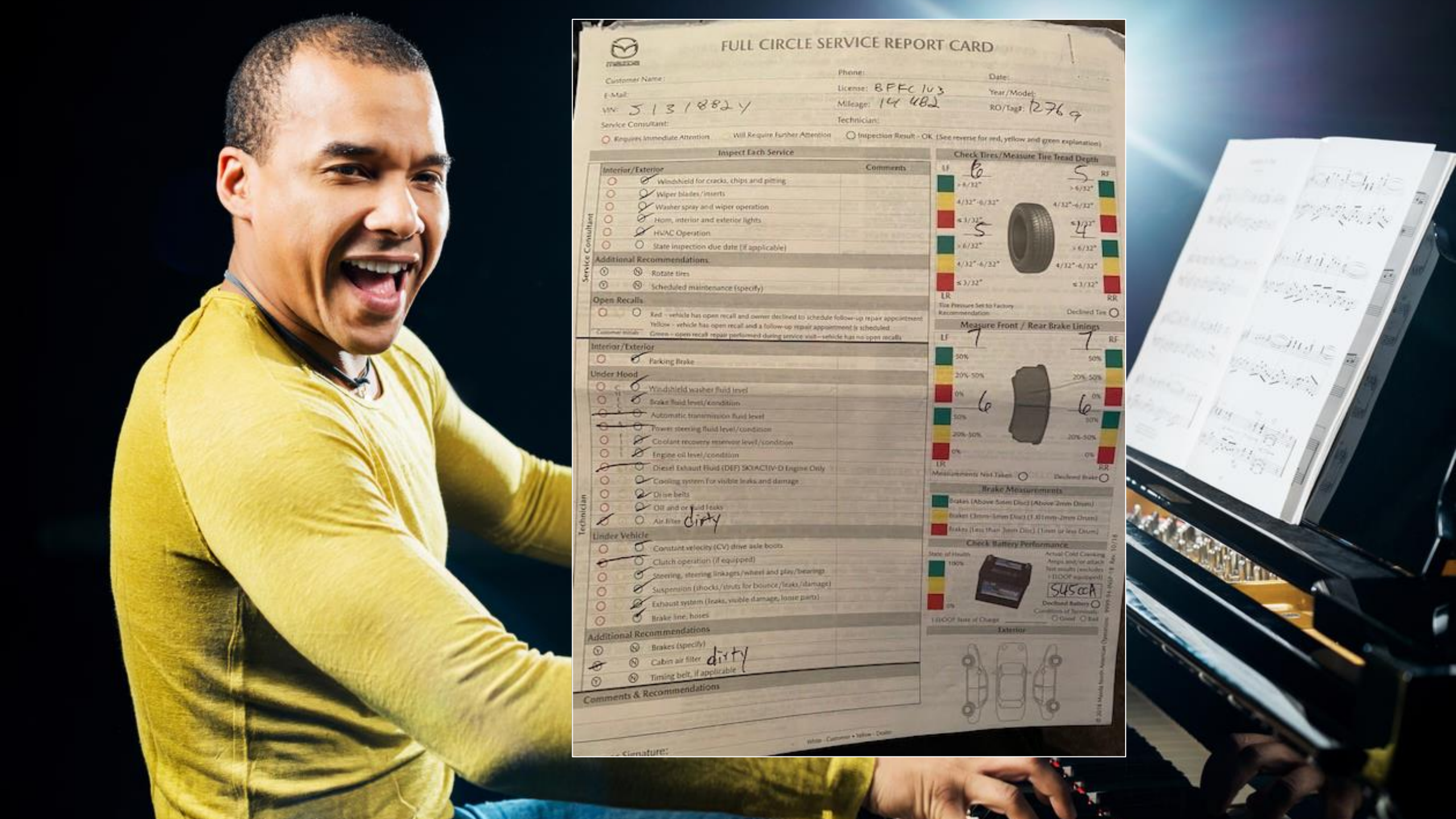
Quality Doesn't Matter w/out Volume



67%

Absolute View Rate

(Views/ROs)



FULL CIRCLE SERVICE REPORT CARD

Customer Name:
E-Mail:
VIN: 5131882Y
Service Consultant:

Phone:
License: 8FFC103
Mileage: 14 482
Technician:

Date:
Year/Model:
RO/Tag#: 12769

Requires Immediate Attention — Will Require Further Attention — Inspection Result - OK (See reverse for red, yellow and green explanation)

Inspect Each Service

Service Consultant

Interior/Exterior — Comments

- Windshield for cracks, chips and pitting
- Wiper blades/inserts
- Washer spray and wiper operation
- Horn, interior and exterior lights
- HVAC Operation
- State inspection due date (if applicable)

Additional Recommendations

- Rotate tires
- Scheduled maintenance (specify)

Open Recalls

Red – vehicle has open recall and owner declined to schedule follow-up repair appointment
Yellow – vehicle has open recall and a follow-up repair appointment is scheduled
Green – open recall repair performed during service visit—vehicle has no open recalls

Technician

Interior/Exterior

- Parking Brake

Under Hood

- Windshield washer fluid level
- Brake fluid level/condition
- Automatic transmission fluid level
- Power steering fluid level/condition
- Coolant recovery reservoir level/condition
- Engine oil level/condition
- Diesel Exhaust Fluid (DEF) SKYACTIV-D Engine Only
- Cooling system for visible leaks and damage
- Drive belts
- Oil and other fluid leaks
- Air filter — dirty

Under Vehicle

- Constant velocity (CV) drive axle boots
- Clutch operation (if equipped)
- Steering, steering linkages/wheel and play/bearings
- Suspension (shocks/struts for bounce/leaks/damage)
- Exhaust system (leaks, visible damage, loose parts)
- Brake line, hoses

Additional Recommendations

- Brakes (specify)
- Cabin air filter — dirty
- Timing belt, if applicable

Comments & Recommendations

Signature:

White - Customer • Yellow - Dealer

Check Tires/Measure Tire Tread Depth

LF	RF
6	5
5	4

LR	RR
5	4

>6/32" · 4/32"-6/32" · ≤3/32"

Tire Pressure Set to Factory Recommendation

Declined Tire

Measure Front / Rear Brake Linings

LF	RF
7	7
6	6

50% · 20%-50% · 0%

Measurements Not Taken — Declined Brake

Brake Measurements

Brakes (Above 5mm Disc) (Above 2mm Drum)
Brakes (2mm–5mm Disc) (1.01mm–2mm Drum)
Brakes (Less than 2mm Disc) (1mm or less Drum)

Check Battery Performance

State of Health: 100%

Actual Cold Cranking Amps and/or attach test results (excludes i-ELOOP equipped): 545CCA

Declined Battery

i-ELOOP State of Charge

Conditions of Terminals: Good — Bad

Exterior

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Customer Needs



see



hear



understand

The Problem with Bad Videos

Request

Watch?

Response

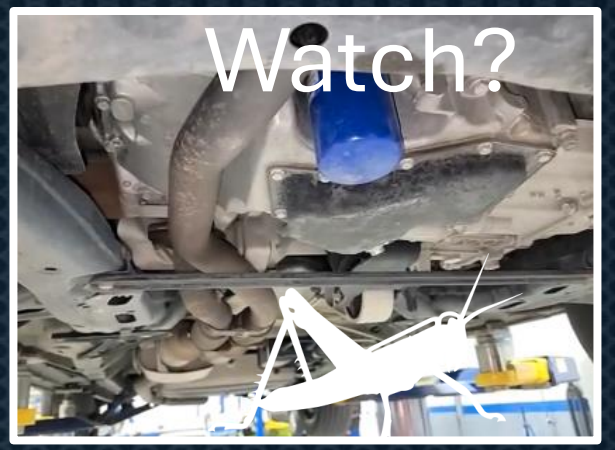
yes

No Video

Value



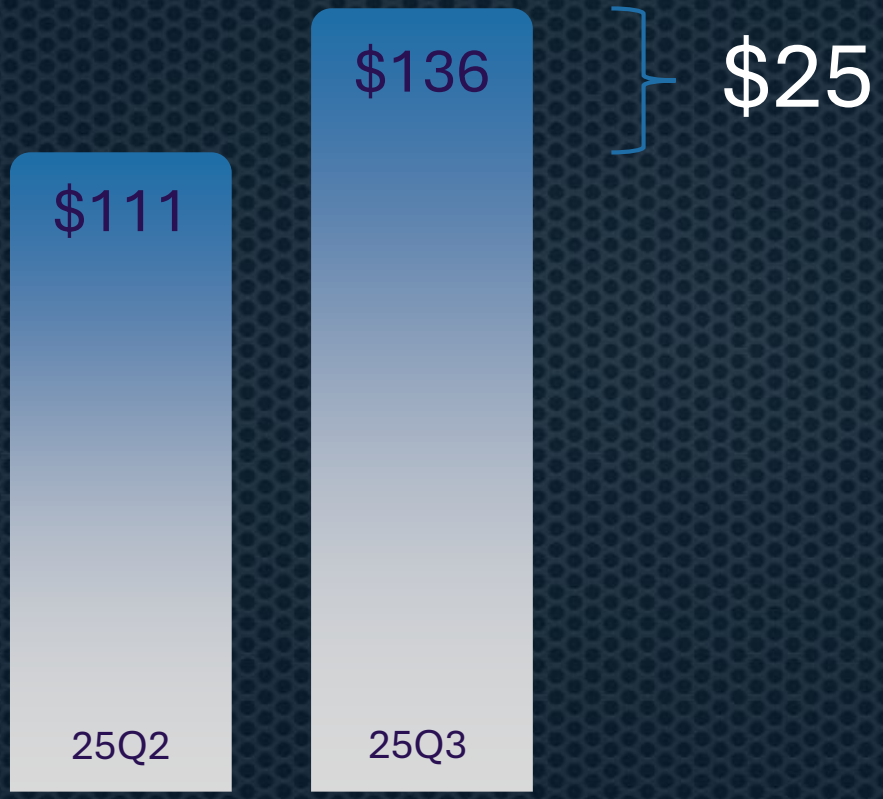
Bad Video



Good Video

Benefit of Good Videos

Patterson TUSTIN HYUNDAI



Delta of parts and labor

23% increase

1. Tactics

2. Tell a Story

10. Testing

3. Tools

9. Technology

4. Tags

8. Tracking

5. Tracks

7. Technicians

6 Techniques

1 Tactics: Inspection Flow

- Flow for your multipoint inspection
  - On the ground
  - In the air
- Flow for your video
  - In the air
  - On the ground
- ½ the inspection, ½ the video




SEATTLE
OME sweet HOME

2 Tell a Story



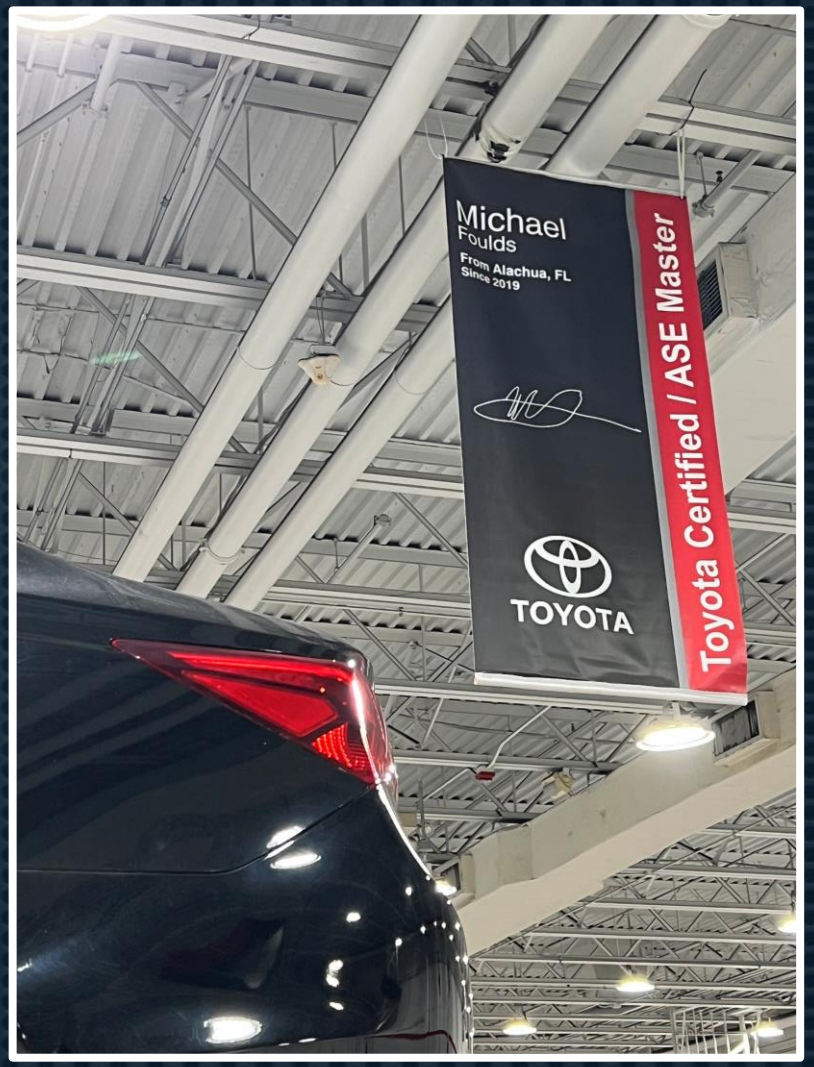
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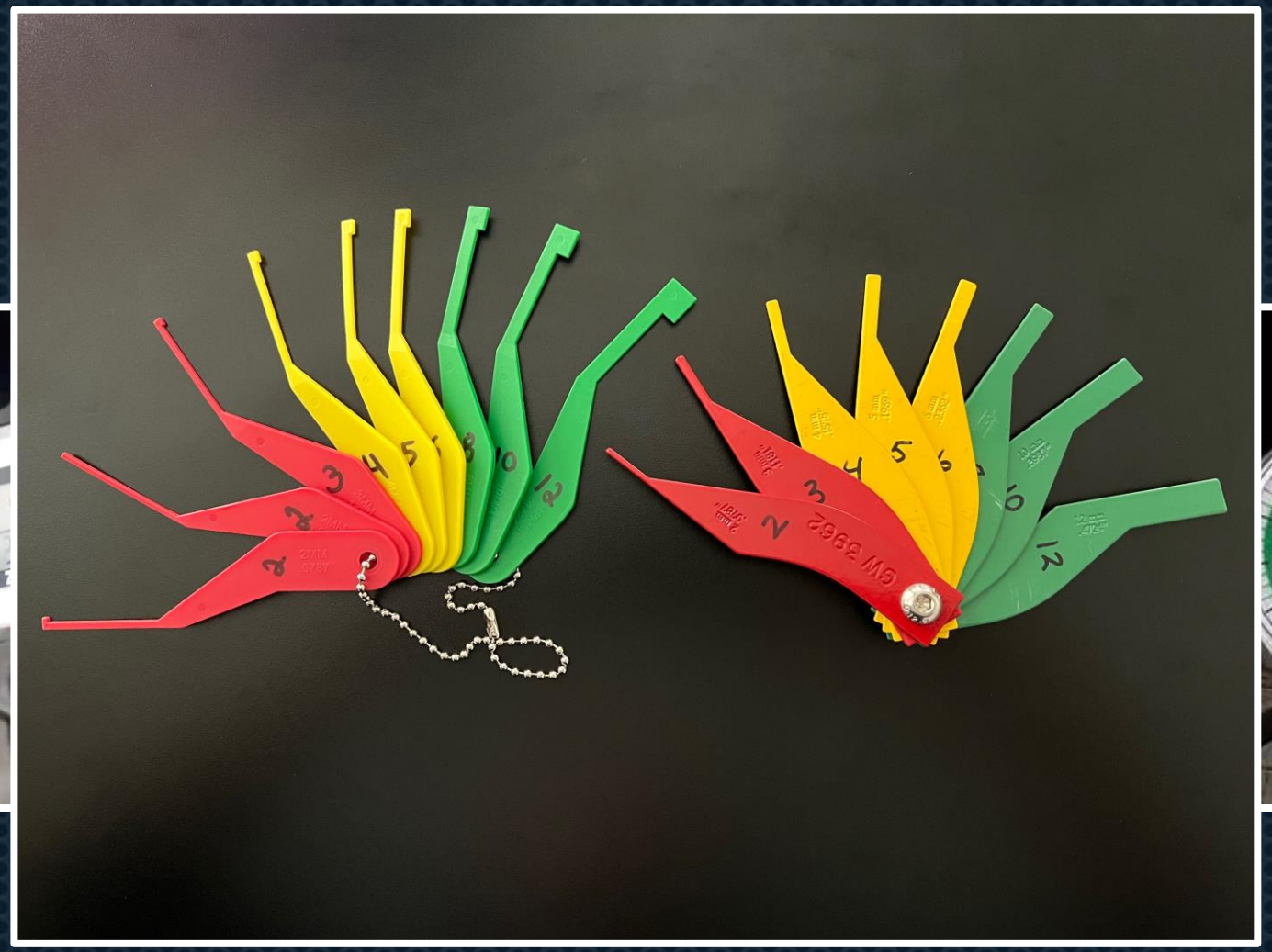
2 Extra Credit





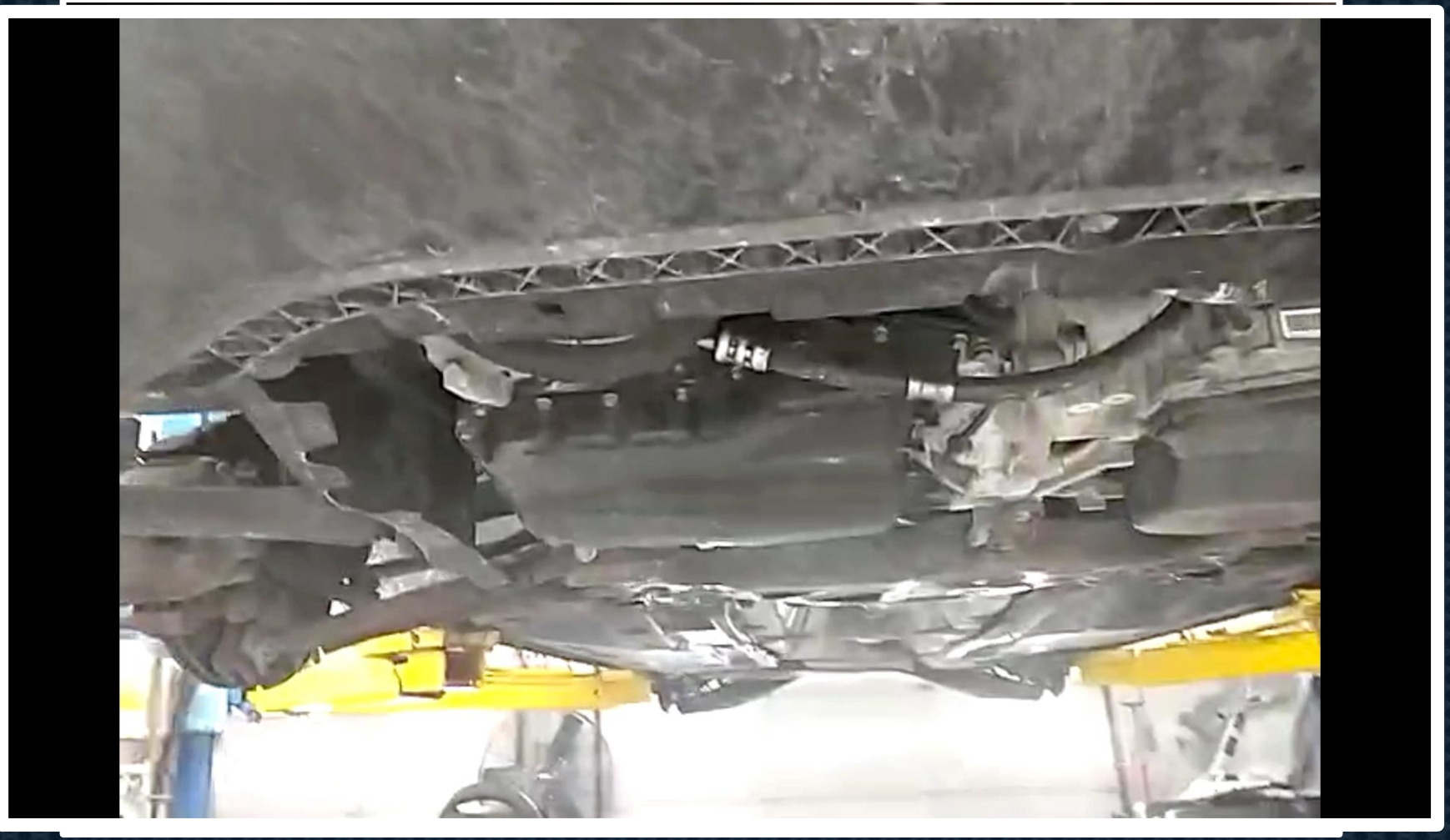
3 Tools







3 Pointing



4 Tags



In the yel

Green is good
means fu
attention ar
requires imn
attention.

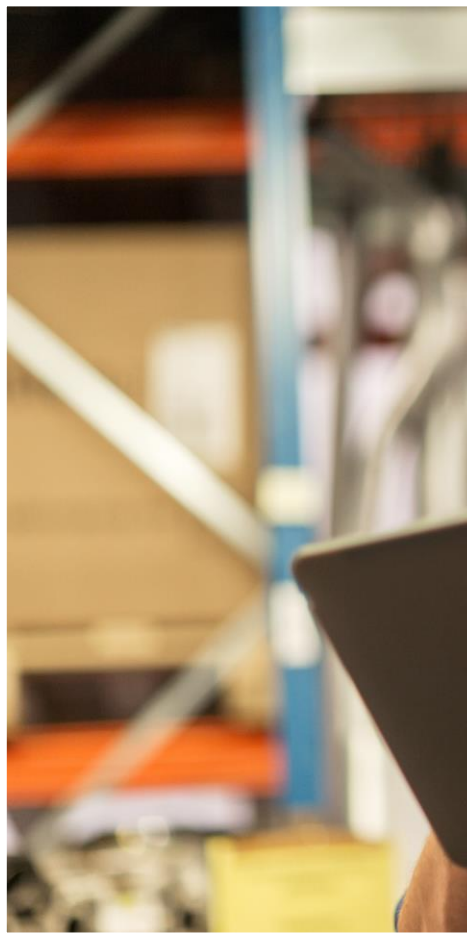




OK / Good

Thumbs up or down

5 Word Tracks



Wipers

Preparation:

- Inspect both the front windshield and the rear window for streaking; feel the rubber wiper blade for stiffness, cracks or fraying. If necessary, operate the wipers with wiper fluid to observe if there is any streaking or chatter when in use.

Background:

- Replacement is recommended at least once per year
- Key indicators are peeling rubber, streaking on the window, scratching, excessive noise or chatter

Immediate Attention	
Inform	We tested your wipers today and found streaking on the windshield and excessive chatter.
Educate	Wiper blades are made of rubber and can become stiff and tear with exposure to sun and the elements.
Recommend	I recommend you replace your wiper blades today.
Implicate	Clear road vision during rain and winter conditions is critical to your driving safety. If your visibility is impaired due to poor performance of your wipers, your safety is compromised and you are at a disadvantage.

Future Attention	
Inform	Your wipers are starting to show signs of wear. The rubber is becoming stiff and frayed.
Educate	Wiper blades are made of rubber and can become stiff and tear with exposure to sun and the elements.
Recommend	I recommend keeping an eye on how well the wipers are cleaning debris and rain from your windshield. Replacement is recommended at least once per year.
Implicate	If you experience poor visibility due to bad wipers you are at a disadvantage.

Monitor	
Inform	Your wipers appear to be in good shape.
Educate	Wiper blades are made of rubber and can become stiff and tear with exposure to sun and the elements. Wipers allow for clear road vision during rain and wintry conditions and are a key part of driving safety.
Recommend	Replacement is recommended at least once per year. We will inspect your wipers at each regular visit.

Inform

Let the customer know what you observed

Implicate

the customer know
t happens if they do
not address your
ecommendation

6 Technique



slow / sm



7 Technicians



Technician



1. Air filte
2. Tie rod
3. Brakes
4. Battery
5. CV boot
6. Tires



Cus



1. filter
2.
3. Brakes
4. Battery
5.
6. Tires

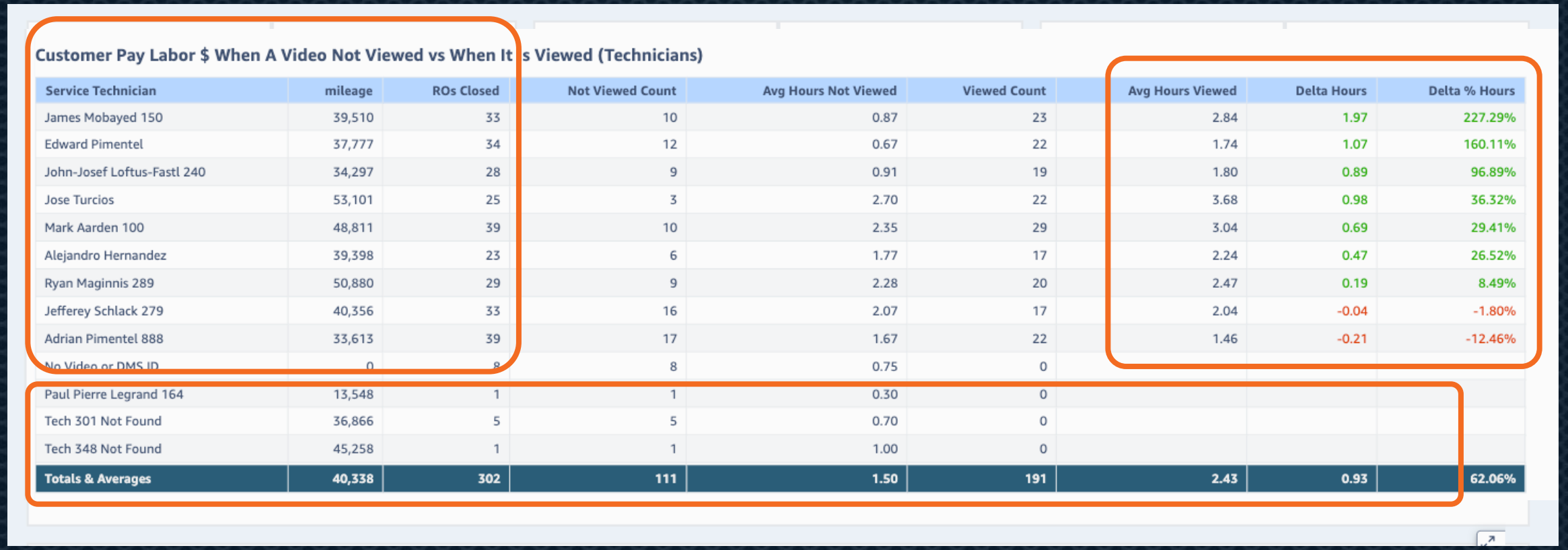


1.
2.
3. Brakes
4. attery



Confidant

7 Know Your Delta



Customer Pay Labor $ When A Video Not Viewed vs When It s Viewed (Technicians)

Service Technician	mileage	ROs Closed	Not Viewed Count	Avg Hours Not Viewed	Viewed Count	Avg Hours Viewed	Delta Hours	Delta % Hours
James Mobayed 150	39,510	33	10	0.87	23	2.84	1.97	227.29%
Edward Pimentel	37,777	34	12	0.67	22	1.74	1.07	160.11%
John-Josef Loftus-Fastl 240	34,297	28	9	0.91	19	1.80	0.89	96.89%
Jose Turcios	53,101	25	3	2.70	22	3.68	0.98	36.32%
Mark Aarden 100	48,811	39	10	2.35	29	3.04	0.69	29.41%
Alejandro Hernandez	39,398	23	6	1.77	17	2.24	0.47	26.52%
Ryan Maginnis 289	50,880	29	9	2.28	20	2.47	0.19	8.49%
Jefferey Schlack 279	40,356	33	16	2.07	17	2.04	-0.04	-1.80%
Adrian Pimentel 888	33,613	39	17	1.67	22	1.46	-0.21	-12.46%
No Video or DMS ID	0	8	8	0.75	0			
Paul Pierre Legrand 164	13,548	1	1	0.30	0			
Tech 301 Not Found	36,866	5	5	0.70	0			
Tech 348 Not Found	45,258	1	1	1.00	0			
Totals & Averages	**40,338**	**302**	**111**	**1.50**	**191**	**2.43**	**0.93**	**62.06%**

7 “I don’t get paid to take videos”

- $3
- bonus
- 1/10th



7 Economics of an Incentive

$60 per RO improvement

2/10th

50% profit margin

$25/hour

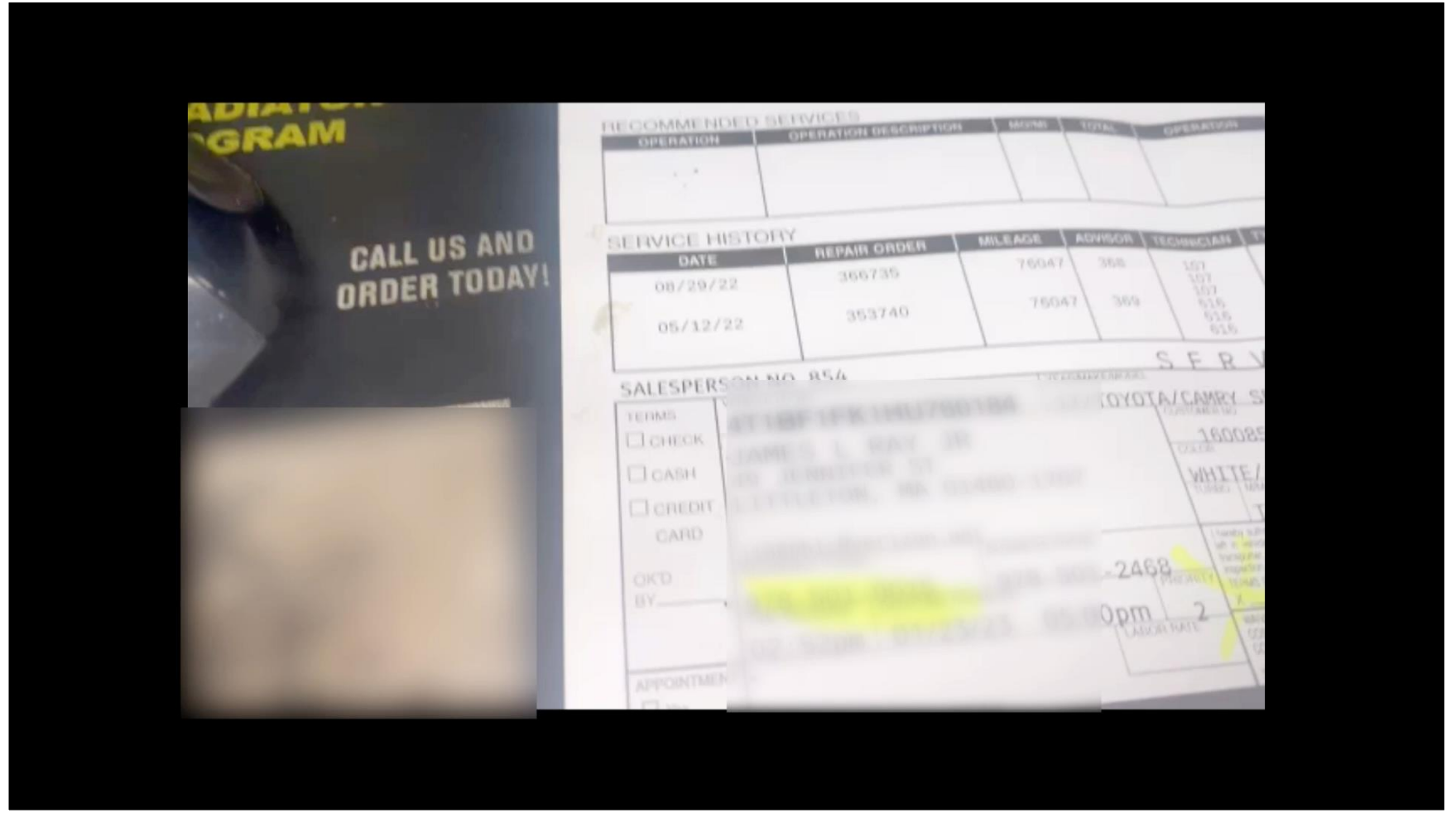


8 Tracking Quality



Fail | Good | Better | Best

8 Fails


CALL US AND
ORDER TODAY!
RECOMMENDED SERVICES
OPERATION
OPERATION DESCRIPTION
SERVICE HISTORY
DATE
REPAIR ORDER
MILEAGE
ADVISOR
TECHNICIAN
08/29/22
366735
76047
05/12/22
353740
76047
SALESPERSON NO. 854
TERMS
CHECK
CASH
CREDIT
CARD
OK'D
BY
APPOINTMEN
TOYOTA/CAMRY
WHITE/
2468
0pm
2

8 Good, Better, Best

Good	Better	Best
• 30 – 60 seconds	• 60+ seconds	• 120+ seconds
• Car on lift, hood open	• Car up and down	• Car up and down
• Just problems	• Good and bad	• All major components, full walkaround
	• Filters, battery results	• Filters, battery results
• Measurements	• Measurements with gauges	• Measurements with gauges, explained in context
• Inform, recommend	• Inform, educate, recommend	• Inform, educate, recommend, implicate

8 Tracking

General

- [ ] Vehicle is in the air
- [ ] Hood is Open
- [ ] Organized and easy to follow
- [ ] Videos are of reasonable length

Introduction

- [ ] Introduces themself (name, title)
- [ ] Introduces the dealership
- [ ] Shows the license plate
- [ ] Introduces the concept

Video Skills

- [ ] Vehicle is the subject of the video
- [ ] Camera movement is slow and steady, items are in focus
- [ ] Uses finger, flashlight, or pointer to show specific areas

Audio Skills

- [ ] Speaks slowly and clearly
- [ ] Speaks with appropriate volume
- [ ] Speaks throughout the video

Tools and Measurement

- [ ] Brakes: Uses gauge for brake pad thickness
- [ ] Tires: Uses gauge for tire tread
- [ ] Filters: Shows filters
- [ ] Battery: Shows test results

Content

- [ ] Mentions washer top off, tire pressure set, reset service indicator
- [ ] Mentions fluid levels, service based factory time and mileage
- [ ] Shows good things; "sell the green"; takes credit for the MPI
- [ ] Educates customer when describing issues or measurements

Conclusion

- [ ] Provides next steps (i.e., "call or text the advisor to discuss")
- [ ] Thanks the customer, mentions dealership
- [ ] Wishes them a nice day

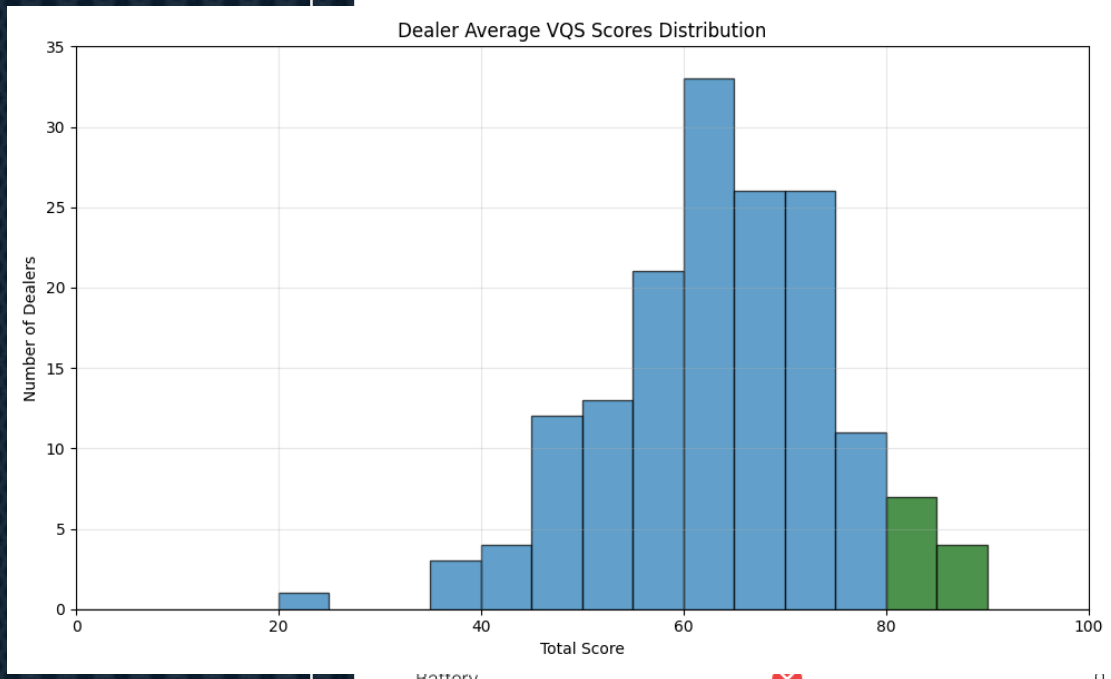
9 Technology



10 Testing: Video Assessment with AI

Detected Objects

Video Content



Battery

Belt Tensioner

Keywords

Item	Rewarded points
Exterior	
Car	0
License Plate	0
Indicator	0
Wiper	0
Parts	
	0
	0
	0
	0
	0
	0
	0

$34

All others

$93

>80 VQS

$59 more

2.7x

Recording Quality



LAS VEGAS

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