



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Five Ways to Take Back Service Profits From Competitors



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THE SERVICE OPPORTUNITY

While the automotive service business as a whole is growing, service revenue at dealerships is on the decline. Competition from independent shops and national chains have taken a bite out of dealerships' service business, particularly for off-warranty vehicles. Why?

One reason is that national chains and local repair shops are marketing effectively on digital platforms while dealers tend to underutilize these venues. Among other things, this creates a lack of price transparency, leading most consumers to believe that they'll overpay for service at the dealer.

To retain off-warranty customers, dealerships need to communicate their inherent advantages, such as expert technicians and quality service. To win consumers' trust and—ultimately—their loyalty, that information needs to come from independent sources.

By cultivating loyalty, dealers can put themselves in a position to take advantage of a growing market.

NOTES

WHY CUSTOMERS CHOOSE A SERVICE PROVIDER

TOP 3 CONSIDERATIONS

Tech Certification Level
Price Guarantee/Warranty
Online Consumer Reviews

