

Clutch Technologies Drives Fixed Ops Profit and Customer Relationships for Flow BMW

Rethinking Fixed Ops Inside and Outside of the Dealership

Driven by the challenge of exceeding the high expectations of its customers, Flow BMW in Winston-Salem, N.C., is collaborating with Clutch to rethink the fixed ops experience inside and outside of the dealership. Since deploying the Clutch Service Pickup and Delivery, and Clutch Connect platforms, Flow BMW has experienced gains in revenue tied to gross profit per customer repair order, and operational efficiencies connected to loaner utilization.

Building Enduring Customer Relationships

Flow BMW is boosting service revenue through customer retention, driven by a more frequent occurrence in rescheduling vehicle maintenance with the ability to offer vehicle pickup and delivery. “Even if we’re unable to make an extended service appointment work in the instant we’re dealing with the customer in the service center, rescheduling these repairs secures the revenue at a later date,” said Josh Kinneer, service director, Flow BMW. “This option has increasingly become more popular with our customers. It’s the retention feature we were looking for at our dealership.”

Writing a New Job Description for Porters and Valets

With service pickup and delivery, the customer experience plays such an important role at every touch point and can often be a key factor in driving revenue, including upselling new service. “Flow BMW has stressed the importance of the more under-respected employee positions at our dealership – the porters and valets,” noted Kinneer. “More emphasis is being placed on our service department’s recruitment efforts. We’re searching for quality professionals who understand how to use technology and know how to drive the business.”

Recouping Costs with Loaner Connect

Flow BMW has also integrated Clutch Connect into its service operations to help protect its loaner vehicles and secure payments automatically for fuel, tolls and other things consumers typically take advantage of when using a loaner vehicle. “Clutch’s software is helping explain to our customers that we’re serious about respecting the \$60,000 piece of equipment we’re loaning them,” added Kinneer. “Our primary goal is to shrink expenses and dedicate some of those savings to increased employee pay and proper service equipment.”