

Motor Werks Introduces Service Pickup and Delivery Driving Operational Efficiencies and New Revenue Opportunities

\$132

Increase in revenue per repair order with pickup & delivery

\$242

Increase in revenue per repair order with pickup & delivery that includes a loaner

IL

Barrington, IL.

Innovation Sets A New Standard for Consumer Convenience

In the automotive service business, it's all about delivering customer convenience and value. While Motor Werks Auto Group, the six-franchise automobile dealer in Barrington, IL, has offered the convenience of service pickup and delivery in the past, it was primarily done manually. Since activating Clutch Service Pickup and Delivery, Motor Werks is now able to automate driver, valet and concierge dispatch with in-field tools tied to tracking the real-time availability of people and vehicles. "Clutch has streamlined our process and created an organized workflow for our service department's pickup and delivery business," said Mark Schroeder, service operations director, Motor Werks Barrington.

Seamless Integration with Xtime and TSD

Much of this convenience is delivered through Clutch's integrations with Xtime and TSD. "Our customers love how easy it is to make an appointment, schedule the pickup, delivery and loaner vehicle," added Schroeder. "With the integration Clutch has with Xtime and TSD, it all happens seamlessly. Our SBDC no longer worries about communication with the valets or overbooking the systems. Rather than valuable time spent chasing the process, our service advisors can focus more on the customer experience and upselling. Easy will always be the choice for our customers. Clutch has helped our service departments make it easy,"

More Service Appointments and Revenue with Loaners

Clutch's software has also helped Motor Werks more efficiently manage the utilization of its loaner fleet. In fact, the organized scheduling platform has consistently produced more one-day pickup and deliveries. "In many cases, when a customer can get their vehicle picked up and delivered back in the same day, they do not request a loaner. Since activating Clutch's Service Pickup and Delivery platform, we're turning loaner vehicles faster and generating more revenue per repair order," noted Schroeder.

According to the Cox Automotive COVID-19 Consumer Impact Study, 82% of consumers who have used service pickup and delivery are likely to choose one dealership over another based on it being offered.