



# Mercedes-Benz INTRODUCES WIRELESS SERVICE ADVISOR™



## New Wireless Service Advisor™ (WSA™) Helps Capture Value And Profit On The Service Lane

- Increase Productivity
- Increase Revenue
- Increase CSI
- Increase Sales

**Blair Creed**, General Manager Mercedes Benz Manhattan states: "The installation of the MOC1® Wireless Service Advisor™ (WSA™) has had a remarkably positive impact for Mercedes-Benz Manhattan. Specifically from a financial perspective, I attribute a 0.4 hour per RO increase to this value added technology."



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Toll Free: (800) 658-9451 <http://www.moc1sales.com/moreinfo/>



# ROI Example

DEALERSHIP

MERCEDES BENZ  
MANHATTAN

## WSA™ Vs. DMS Written RO's

Key Performance Indicators	DMS	WSA™	Increase/Decrease
Maintenance ELR	\$ 98.86	\$103.94	\$ 5.08
Repair ELR	\$ 96.11	\$139.55	\$43.44
Labor Gross Profit per RO	\$198.43	\$239.32	\$40.89
Menu Close Ratio	51.0%	78.2%	28.0%
Flat Rate Hours Per Menu Close	1.40	1.56	0.16
1-Item Repair Orders	42.0%	37.4%	-4.6%
Flat Rate Hours Per RO	2.9	3.3	0.4
<b>Maintenance ELR Increase with WSA™</b>	<b>1556 hrs/mo. x</b>	<b>\$ 5.08 =</b>	<b>\$ 7,904.48 per Month Increase Using WSA™</b>
<b>Repair ELR Increase with WSA™</b>	<b>662.9 hrs/mo. x</b>	<b>\$43.44 =</b>	<b>\$28,796 per Month Increase Using WSA™</b>
<b>Total Increase Using WSA™ =</b>			<b>\$36,610.75 per Month</b>

**Tony Carimi,**  
Director of Service Operations,  
Park Place Motorcars Dallas:

"The WSA™ software solution allows our advisors to complete a full inspection process, instantly handles client questions, and provides maintenance recommendations in a timely and interactive fashion. Since the addition of the tablets to our service drive process, we are seeing clients that are truly engaged in the process. After completing the service reception process, the advisor can instantly email a service summary with an itemized list of repairs before the client has even left the facility.

The WSA™ has brought us greater financial benefits thru better quality repair orders and retention benefits thru a superior service experience. I truly believe that we have better informed clients that are allowed to make educated buying decisions because of the information that is at their fingertips in an easy to understand layout. The WSA™ system is at the core of our strategic planning for 2009. The service drive process and partnership with MOC1® will allow us to dial in on some of the top CSI Challenges that we face today."

## Key Take Aways:

### 1. Increases Productivity

The new WSA™ system helps service advisors interact more effectively with customers by allowing them to make service recommendations while performing vehicle walk-arounds. "Force March" features promote a more consistent and impactful write-up.

### 2. Increases Sales

Utilizing a menu-driven program, WSA™ helps decrease one-line orders by increasing advisor service recommendations and up-sells. The WSA™ will record customer information that is then used to identify recommended services. An Automatic Search and Integration with Netstar™ helps capture necessary accessory and tire sales. Accessory maintenance items and tire sales are at your finger tips.

### 3. Increases Customer Satisfaction

Customers feel involved in the "write-up process" and are assured that all essential service procedures are performed on schedule, including standard maintenance and vehicle inspections. With the inspection and write-up at the vehicle, the customer appreciates the convenience, professionalism and efficiency the WSA™ creates.

### 4. Increases Revenue

Average Mercedes Dealers are realizing a \$5 increase in maintenance ELR, 25% increase in menu closure ratio, a \$10 increase in gross profit per RO, and a decrease in one-time repair orders .



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