



## **SERVICE DRIVE CONCIERGE™**

Delivering a 5-Star, Concerted Customer Experience with License Plate Recognition (LPR) & RFID Technology



# MINUTES MATTER.

When a customer pulls into your service department, the tiny clock inside their head immediately starts ticking. Every time they have to tell a greeter their name and appointment only to have to repeat it all to a service advisor, every minute they spend waiting for a car wash to be completed or a loaner brought around, every precious second wasted—it all adds up. The result: Another bad consumer survey and a hit to your CSI.

With Service Drive Concierge™ from MDL autoMation (MDL), you can make the most of these precious minutes by making customer interactions much more personal and engaging, **reducing service process times by as much as 12%, and cutting vehicle pick-up times by up to 60%.**

MDL allows you to choose between License Plate Recognition (LPR) technologies and Radio Frequency Identification (RFID) technologies to provide Automated Guest Recognition and Vehicle Tracking services that allow dealerships to maximize every customer interaction and improve their CSI scores.

Let us show you how it can work for you.



## THE MDL DIFFERENCE: EXPERIENCE & SERVICE

- 180+ installs and growing monthly
- Over 3 million RFID tags deployed nationwide
- Open source integration with most dealership systems
- An expansive network of technology partners
- World-class support and training

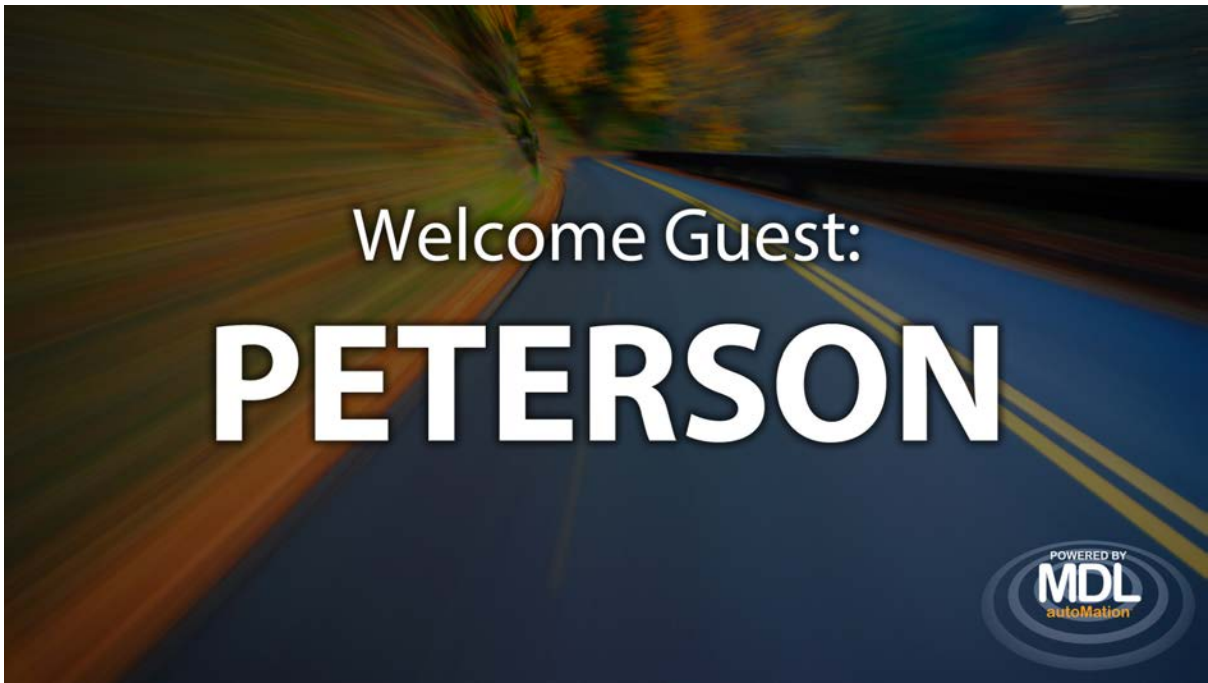
## MDL INTEGRATION OPENNESS: LEVERAGE YOUR TECHNOLOGY INVESTMENTS

- 100% Certified in CDK Global, Reynolds & Reynolds, DealerTrack
- Mobile Service Tablets
- TSD / ATMS Loaner Systems (EXCLUSIVE)
- CRM
- Sales Equity Analytics
- Service Loyalty Programs
- Tire Scan Systems

**“MDL is developing cutting-edge mobile applications that make it easy for dealership staff to track and monitor customer vehicles through every step of the service, cash wash, and pick-up process.”**

## REQUEST A DEMO:

**VISIT:** [www.mdlautomation.com](http://www.mdlautomation.com) **CALL:** 888-635-7343 **EMAIL:** [sales@mdlautomation.com](mailto:sales@mdlautomation.com)



## HOW MDL'S SERVICE DRIVE CONCIERGE™ WORKS

**1 RFID: an inconspicuous RFID tag** is added to any new, used or loaner vehicle.

**2 RFID: the RFID tag stores no personal information** other than a random number, resulting in no privacy issues, which is transmitted to installed RFID sensors.

**LPR: Using LPR, a fixed mounted camera automatically takes a photo of the front or rear license plate** with instant Plate-to-VIN conversion using a national DMV database issues, which is transmitted to installed RFID sensors.

**3** When the identified vehicle (via LPR or RFID) enters the service area, the **client is welcomed by name on prominent screens**. Service staff is immediately notified of the customer's arrival and the details of their service record can be pushed to mobile service write-up tablets. Service staff receive notifications via TV display, email, mobile application and/or SMS text.

**4** Greeters, advisors, cashier and the loaner desk are **all prepared to have personalized interactions** with the customer and process a loaner vehicle quickly, if needed.

**5** LPR cameras or RFID sensors throughout the service, car wash and vehicle pick-up areas **let dealerships monitor a vehicle's work-in-progress** and ensure service is completed quickly. Customers can follow the progress of their service from the waiting area.

**6** By streamlining the service and car wash processes, dealerships can **cut the average customer wait time by up to 12%** for typical appointments, such as 50,000-mile service, and respond faster to non-appointment customers.

**7** This faster, more-personalized service experience ultimately results in **higher CSI scores**, improved customer retention and a stronger brand reputation.

**8 MDL drives revenue** by maximizing service center visits and helping sales associates make more face-to-face interactions with customers to uncover new sales opportunities.

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# WHAT IT DOES FOR YOU

## DRIVES NEW SALES

6-13%

continual sales lift,  
month after month

18%

more sales opportunities,  
including contacts with  
customers with no RO.

Few dealer technologies can show this kind of sustained impact.

## MAXIMIZES SERVICE CENTER REVENUE



Helps to identify unfulfilled recall campaigns and service visits resulting in revenue which we would have entirely missed.

## STREAMLINES THE SERVICE AND CARWASH PROCESSES



Reduces wait times by as much as 20%

## EASILY INTEGRATES GUEST IDENTITY TO EXISTING DEALERSHIP TECHNOLOGIES



Works seamlessly with over a dozen trusted technologies. **EXCLUSIVE** RFID provider for ATMS (TSD)

## DRAMATICALLY IMPROVES CSI

Dealerships report within just a few months CSI lifts for Service **Initiation by 7.5%** and **Vehicle Pickup by 9%**

## REDUCES VEHICLE PICKUP TIMES

Gets customers in/out of loaner vehicles 60% faster.



**MOST IMPORTANTLY,** Service Drive Concierge™ improves customer relationships by making interactions more personal and fulfilling. When you care, your customers notice and reward you with loyalty.

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# WHAT DEALERSHIPS ARE SAYING: “WOW”

“This is by far one of the BEST things I’ve ever seen in our service industry.”

“For Fixed Operations, MDL’s capability to consolidate data points for true Cycle Time Analysis makes this indispensable for better managing my business.”

“When a customer picks up a car, it welcomes them back and instantly helps initiate the delivery of the customer’s vehicle. On an efficiency basis, it allows us the time to grab the paperwork, get the car keys, and have their vehicle valeted up inside the service department—all while they’re still getting out their [loaner] car.”

“It easily takes 10 to 15 minutes out of the service process.”

“The customer feedback has been EXCELLENT.”

“A GAME-CHANGER when it comes to personalized service and being able to respect the customer’s time.”

“The customer relationship starts with the car sale – but is nurtured in Service through service interactions every time. MDL serves up instant equity level data which make it simple to interact and sell additional units every month. And nothing beats a face to face interaction with my customers!”

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# MDL IN ACTION.



MDL has consistently maintained a 98% retention by always putting our client's interests first. In fact, our very first client back in 2008 is still our client today.

MDL's excellence is tied to careful project planning and execution using proprietary methodologies that ensure the highest quality of project delivery. Post Go-Live support is unprecedented ensuring your investment delivers results month after month.



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# TRULY WORLD-CLASS SUPPORT



MDL's Atlanta office includes a fully staffed support center that continuously monitors our RFID installations nationwide. We offer in-depth training and technical support services, as well as on-site tune-ups based on your selected MDL support program.

## MDL PLATINUM SUPPORT

Automated Reporting

RFID Monitoring

RFID Reader Remote Reset

Remote Reader Service Manager  
(RSM) Computer Support

Webinar Training Services

DMS Feed Alerts

## PROVIDED SERVICES

Retail inventory tracking and MDL messages.

24/7 "heart beat" monitoring of antennas and readers by Atlanta support center.

Remote reset and power cycling of readers as needed.

External access for MDL monitoring as well as support / upgrade services.

On-demand online training of new employees.

Regular alert-monitoring of potential issues.

**See MDL In Action.  
Set Up Your Free Demo.**

In less than 30 minutes, right at your desk, we can show you everything that Service Drive Concierge™ has to offer. Contact us today.

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