

The Company:

Rio Vista Chevrolet
Buellton, California


The Challenges:

- Paper and pen service menus presented unprofessional image to customers
- Inability to identify extra sales opportunities

The Solution:

ServiceAdvantage

The Results:

- HEPA Filter upsell increased more than 300%
- Able to take advantage of GM marketing initiatives
- Customers receive consistent, customized menus which helps build loyalty.

Rio Vista Chevrolet Discovers Profitable Service Opportunities with ServiceAdvantage Menus

Rio Vista Chevrolet of Buellton, California, is a small dealership that has big goals for its customer-centric service department. Recognizing that today's vehicle owners expect their mechanics to be as sophisticated as their technology-laden cars, Service Manager Steve Montano decided it was high time to upgrade Rio Vista's service menus.

"The main reason we began using ServiceAdvantage was to present a more professional image to our customers," Montano said. "The bonus has been the increase in parts



and labor sales. I can't even say how many more HEPA air filters we have sold now because of it. And for every one we lost before, that was an extra \$100 missing on a repair."

As Montano explained, once their dealership began to use ServiceAdvantage, OEConnection's electronic service menu application, their service advisors were immediately able to find extra sales opportunities. "Prior to ServiceAdvantage, for example, we didn't know how many vehicles had HEPA filters in them because it varies so much from model to model and make to make," he said. "ServiceAdvantage has really kicked that into gear. We went from selling zero filters a week to at least three to five."

At Rio Vista, the move to ServiceAdvantage menus from their previous method – hand-written notes based on vehicle history reports – has helped to improve both their image and their efficiency. Before going home for the night, his advisors try to create menus for the following-day appointments, updating each with estimated mileage or exact mileage given by the customer.

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“Creating the service menu ahead of time is really ideal,” Montano said. “When the customer comes in, we meet them with the write-up sheet, go over the menu and present what we recommend to have done. It has a picture of their vehicle on it, their name; I tell you it is really impressive.”

Montano also likes the fact that dealer-recommended items and specials can be added to the menus along with factory-recommended maintenance. “We are able to present GoodWrench & Go, which is GM’s promotion for oil change, tire rotation and multi-point inspection,” he said. “It’s nice because it allows us to take advantage of a national advertising campaign.”




Moving forward, Montano has two goals for his service department based on ServiceAdvantage successes so far. “First, I want to make sure we run a menu on every vehicle coming in for general servicing, 100% of the time. Secondly, I want to start tracking specific labor opportunities, like HEPA filters, since using ServiceAdvantage so that we can set attainable goals.”

Looking back, Montano said he doesn’t know if his customers remember how the dealership once presented service recommendations. “I know for me, it’s night and day. This is such a better way of presenting service menus.”



John Doe
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390 E Highway 246
Buellton, CA 93427
SALES (805) 693-4642
SERVICE (805) 693-4639

2008 Chevrolet Silverado
Mileage:50,100

IN VEHICLE NOTIFICATION	
FACTORY PREVENTATIVE MAINTENANCE SCHEDULE	
✓ Allison Transmission Only: Change automatic transmission fluid.	\$175.95
✓ Change automatic transmission fluid and filter.	\$162.95
✓ Change transfer case fluid.	\$89.95
✓ Inspect Evaporative Control System.	\$0.00
✓ Inspect exhaust system for loose or damaged components.	\$0.00
✓ Inspect fuel system for damage or leaks.	\$0.00
✓ Vehicles without a filter restriction indicator: Replace engine air cleaner filter.	\$37.00
Sub-Total	\$465.85
DEALER RECOMMENDED SERVICES	
✓ 30,000 Mile Service	\$489.95
<i>Perform 12 Point Inspection Drain and Refill Front & Rear Differential Fluids Computer Spin Balance Tires Rotate Tires Change Engine and Oil Filter Flush Automatic Transmission Replace Transmission Filter De Carb Service Replace Air Filter</i>	
Sub-Total	\$489.95
Total	\$955.80
Completely Satisfied Is our Goal!	
ADDITIONAL SERVICES	
✓ GM Fuel System Treatment PLUS	\$20.97
Sub-Total	\$20.97
Total	\$976.77

Service Hours: Mon - Fri 7:30AM - 6:00PM, Sat 7:30AM - 1:00PM
www.oeconnection.com

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John Doe

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