



WHITE PAPER

How BizzyCar Is Helping Ford Dealerships Excel at Mobile Service

INTRODUCTION

In the face of an escalating number of recalls, Ford Motor Company aimed to expand its Mobile Service Program across its dealerships to improve customer experience and increase its recall completion rate. However, for numerous Ford dealerships, attaining operational efficiency and profitability in mobile service presented a considerable challenge.

CHALLENGES

As Krause Family Ford in Woodstock, Georgia, worked on developing their mobile service department, they faced challenges in appointment setting, scheduling, vehicle route logistics, and overall operational efficiencies. Recognizing the need for assistance, Jacob Tabickman, the dealership's Mobile Service Manager, sought a solution to refine their mobile service process and ensure its profitability.

OBJECTIVES

Krause Family Ford's goal was to streamline service operations and "maximize customer satisfaction by providing personalized, convenient service experiences."

- Boost the number of mobile service appointments to fully leverage the mobile service fleet.
- Increase the completion rate of vehicle recalls.
- Elevate customer satisfaction by providing personalized, convenient service experiences.
- Add customer pay, to boost profitability.

SOLUTION

Looking to launch its mobile service department, Krause Family Ford partnered with BizzyCar and embraced a comprehensive suite of advanced tools designed to enhance the efficiency and effectiveness of mobile service.

- ✓ **Mobile Service Command Center** allows the dealership's Mobile Service Coordinator to manage and edit the mobile technicians' schedules, view workflows, and monitor vehicles in real time, ensuring seamless operation and coordination.
- ✓ **Mobile Service Technician App** empowers technicians with scheduling, comprehensive route management featuring integrated turn-by-turn navigation, and a digital workflow that encompasses parts management, check-ins, inspections, and the ability to upload photos.
- ✓ **BizzyCar Recall Management Platform** leverages the most accurate recall data available, identifying and prioritizing vehicles within the dealership's customer base that are subject to open recalls. It utilizes AI-powered outreach to set mobile service appointments efficiently.

As a large number of recalls can be completed via mobile service, the convenience of having this option available contributed to a higher recall completion rate. Customers appreciate the ease of having their vehicles serviced at home or work, without the need to visit a service center.



A lot of people, especially with recalls, prefer not to go through the inconvenience of taking their car in for service. With mobile service, we are able to complete services that would typically be neglected, simply because the convenience factor is so compelling.

-Jacob Tabickman, Mobile Service Manager



Krause Family Ford's adoption of BizzyCar is not an isolated case, as hundreds of other Ford dealerships have also chosen BizzyCar to elevate their mobile service operations.

RESULTS

After implementing BizzyCar, Krause Family Ford experienced a significant boost in mobile service appointments, improved customer feedback, and enhanced operational efficiency. This initiative re-engaged customers who had not visited the dealership for service in over a year, with more than 60% having their last service visit over 12 months ago. Following this success, the dealership expanded its mobile service fleet to include three Transit Vans and two Ford Escapes, each averaging 5 to 7 mobile service visits per day. Additionally, it broadened its offerings to include fleets and local dealerships, significantly boosting revenue and increasing the completion of recall services. Customers have praised the convenience of the mobile service while staff noted improvements in efficiency, both positively impacting customer experience and operational workflow. The adoption of BizzyCar led to increased service revenue, higher customer retention, and more efficient utilization of dealership resources, aligning with Ford Motor Company's strategic objectives to enhance customer satisfaction and improve recall completion rates. BizzyCar has enabled Ford dealerships like Krause Family Ford to transform mobile service into a profitable operation and customer service success, underscoring the platform's value in meeting the evolving needs of the automotive industry.



More Service Appointments



Increased Revenue



Improved Efficiencies



The positive feedback from our customers and the noticeable increase in service revenue from mobile service emphasizes the importance of getting this process right.

Full Benefits of Mobile Service:

- ⤴ **Customer Retention:** Engage with customers who might not typically visit the dealership.
- ⤴ **Convenience:** Provide maintenance and recall services where it's easy for the customer.
- ⤴ **Competitive Advantage:** Stand out from competitors who do not offer mobile service.
- ⤴ **EV Preparedness:** Prepare for the near future's electric vehicle service needs.
- ⤴ **CSI:** Enhance the overall satisfaction of customers.

For further insights and to explore how BizzyCar can transform your dealership's mobile service and recall management, visit [BizzyCar.com](https://bizzycar.com)