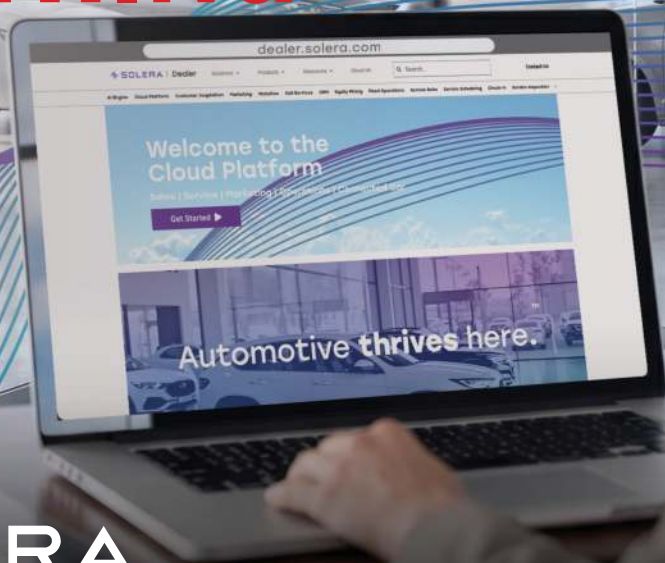


FIXED OPSTM

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THE SERVICE LANE CONNECTS EVERYTHING

Why Fixed Ops Leaders are the Proving Ground for Connected Dealership Platforms

Ask any Fixed Operations Director where the dealership really earns its loyalty, and the answer is the service lane. Sales sells the car once. Service has the chance to keep that customer for the life of the vehicle, and often for the next one. Yet service is also where disconnected technology does the most damage, because the phone never stops, the bays are always full, and there is no room for a workflow that fights back.

PICTURE A NORMAL TUESDAY

A customer books an appointment online the night before, but the advisor cannot see it cleanly the next morning. That same customer bought from the store eighteen months ago, but since the deal history lives in a different system, the advisor asks questions the dealership should already know. Recon is waiting for an approval. Parts is chasing a status. Somewhere on the lot, a porter is hunting for a unit that should have been staged an hour ago. None of these are people problems. These are handoff problems, and they all trace back to systems that do not share what they know.

THE REAL COST OF DISCONNECTED TECHNOLOGY

In fixed ops, it is not only the monthly subscriptions and the overlapping tools. It is also the dropped hand offs, the duplicate data entry, and the decisions made with half the picture. The customer experiences it as delays and mixed messages. Your service advisors and your service technicians experience it as noise, and noise is the enemy of throughput.

The strongest operators, large groups, and single roof tops alike, are moving the other way. To connect and simplify the full dealership on one platform from the first online click to the last repair order before the customer trades the vehicle in. And more often than not, they are using the service lane as the place to prove it.

RUN THE STORE AS ONE BUSINESS

Every department has its own targets, but the customer has one journey and the vehicle has one lifecycle. When your systems do not share context, your people stitch it

together by hand, and manual work does not scale on a busy Saturday.

A connected platform does three things that matter in the lane:

1. It creates a single source of truth for customers, vehicles, and transactions.
2. It standardizes workflows so the process holds even when staff turns over.
3. It automates the repetitive steps so advisors stay in front of customers instead of buried in screens.

That is the difference between a tool that sits beside the service drive and a platform that runs through it, supporting multiple departments, rooftops, and brands without forcing your team to duct tape integrations together during the morning rush.

START WITH CLEAN CORE DATA

Most stores already have a system of record, usually the DMS, and fixed ops feels its quality more than anyone. When the core data is modern, cloud-based, and built



to share cleanly and across devices, everything down stream in service gets easier:

- Accounting is not chasing paperwork.
- Managers are not reconciling reports from three tools.
- New advisors are not learning five different ways to do the same task.
- Multi-store leadership can see service performance without waiting for month end.

The win is fewer workarounds and faster decisions, which show up directly in effective labor rate and hours per repair order.

TURN SERVICE INTO CONVENIENCE

Service is where long term loyalty is won or lost, and customers now measure their experiences against every other business in their lives. They do not want to call three times, sit on hold, and arrive without knowing what to expect. A modern service experience rests on a few non-negotiables:

Scheduling that works on any phone.

Reminders that cut no-shows.

Status updates that reduce inbound calls.

Transportation options, including pickup, delivery, and loaner programs, for the customer who cannot wait in the lounge.

Connect those pieces and the payoff is straightforward. Your advisors get time back, your bays stay loaded, and your customers have fewer reasons to check out the independent shop down the street.

CONNECT THE WORK BEFORE AND AFTER

Fixed ops does not live alone, and that is the point of a connected platform. The lead a customer filled out, the deal they signed, and the marketing that brought them back for service should all read from the same record. When your sales follow-up, the F&I paperwork, and the service reminders run on shared data instead of separate islands, retention stops being a campaign and becomes a default.



- Pull accurate customer and vehicle data into each step instead of retyping it.
- Standardize the documentation
- The customer waits less.
- The store spends less time fixing avoidable mistakes.

TREAT EVERY VIN AS A TRACKED ASSET

Inventory is not just acquisition and pricing. It is recon time, lot organization, and risk. And fixed ops sits in the middle of much of it. When the process is manual, turn times drift and managers lose sight of what is sellable today.

The better practice is to treat every VIN as a tracked asset from the moment it lands, through recon, through sale, and into ownership. That discipline protects margin and the customer experience at the same time.

THE PLATFORM ADVANTAGE

Most dealers do not want more vendors. They want fewer. They want systems that work together, updates that do not break integrations, and support teams that





understand retail dealership life. That means one road map instead of conflicting ones, one set of standards for data instead of custom exports, and one place to go when something breaks. When the stack is unified, your managers spend less time managing tools and more time coaching people.

THE BOTTOM LINE

None of this is about chasing shiny objects. It is about earning back time, reducing friction, and making it as easy as possible for customers to do business with you, starting in the lane that sees them most. Dealers win when their people spend more time with customers and less time pushing paper and translating between their systems. A connected operating system gives fixed ops that leverage across the whole store. Having this one source of truth across sales, service, marketing, F&I, and the lot turns a busy service drive into the store's most profitable, customer focused engine. All of this, so your advisors can focus on what they do best: serve your

customers, fill the bays, and build loyalty that shows up on the P&L.



Earl Brown is a veteran automotive marketing leader with nearly 20 years of experience advancing dealer, OEM, Marketing, and SaaS growth. He has led award winning product launches, national OEM partnerships, and

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