



# DEALER CASE STUDY



**Challenge Accepted:** Increase service drive income while elevating the level of customer service provided.

## RESULTS



“ I always get FIRST CLASS treatment at Conklin. Jody has always been wonderful to work with and has made sure I understood what had been done and why. He makes me feel safe driving my car to Denver. ”

“ They are so knowledgeable, caring and always go above and beyond to provide exceptional service. ”

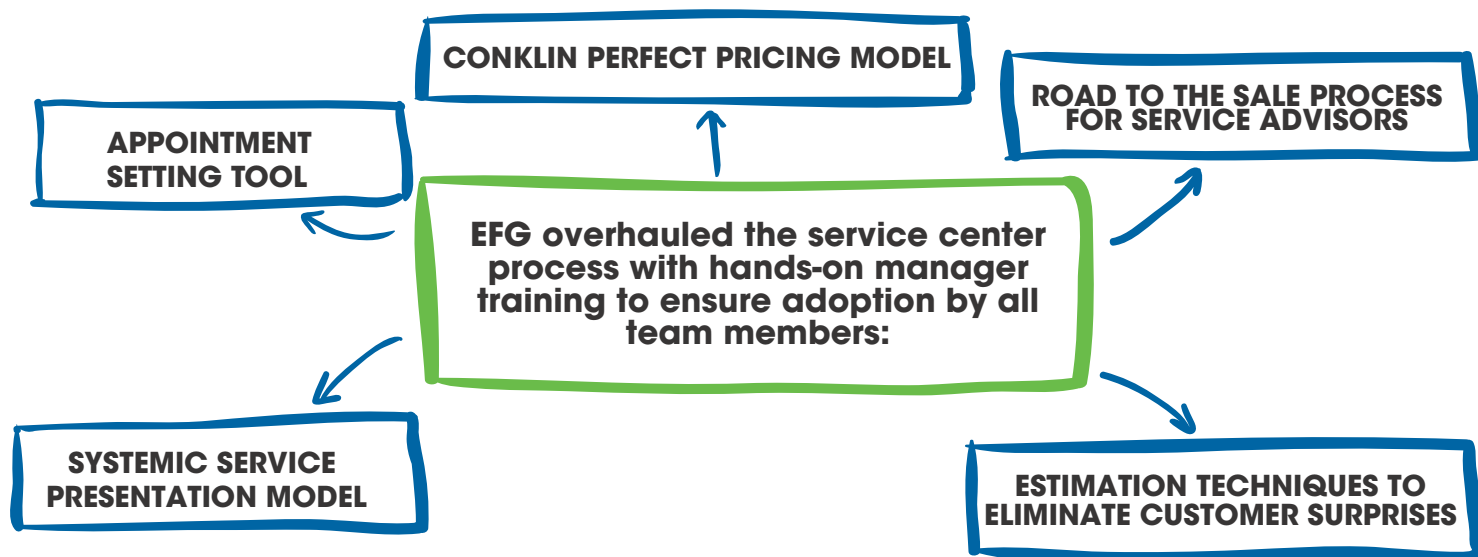
## SUMMARY

In 2019 Tony Hoover was at his wif’s end. As a partner at Conklin Automotive Group, Hoover and his team had spent 10 years struggling with the fixed operations teams at the auto group’s three locations to generate an effective labor rate, standardize processes, and streamline customer service. With the help of EFG, the Conklin Automotive Group revitalized its fixed operations – fortified with teamwork, accountability, and ongoing training. **Now, the auto group has surpassed its original labor rate goal by 18 percent and garnered two awards from DealerRater for its dedication to customer service.** With more than seven million consumer reviews, DealerRater is the global standard for car dealership reviews and research.

# SOLUTION

The fundamental headache for the partners at Conklin Automotive Group was the lack of coordination between each service department. EFG levelled the playing field by bringing everyone to the table. Working with the Fixed Operations Directors from each location and dealership ownership, EFG mapped out the auto group's winning strategy, establishing an overall process and direction. Once everyone was geared up and on the same page, drilling down to the unique goals for each location and individualized goals for service advisors to map out training and incentives became simple.

# APPROACH



## Ongoing Engagement

The auto group made adherence to this new process a condition of employment and built in accountability through ongoing measurement and training with EFG. This included identifying when repair orders are created at an incorrect pricing level and addressing the reason why.

By ensuring adherence to consistent practices, EFG helped Conklin Automotive Group drastically improve customer service, productivity, and engagement from the service team, resulting in increased profitability, customer satisfaction, and retention.



**Tony Hoover**  
Partner, Conklin  
Automotive Group

*"One of the most notable changes from when we started with EFG three years ago is our relationship with our service advisors. For example, our service advisors used to fight us when we tried to make negligible increases in our prices. Now, we make small changes every year and they are excited. They are finally on the same page with us that these changes are not a big jump for each customer, but with the volume of repair orders processed they can result in a big pay raise for each advisor."*

*Tony Hoover, Partner, Conklin Automotive Group*



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