

DRIVE REVENUE &  
RETENTION WITH THE  
RIGHT **FIXED OPS**  
**TECHNOLOGY**



# GROW YOUR FIXED-OPS REVENUE

Service retention remains one of the biggest challenges service departments face. 7 out of 10 consumers who purchased or leased from a dealer did not return for service in the past year.<sup>1</sup> Xtime lifts the weight off your shoulders with Spectrum, a fully-integrated solution from the fixed-ops consumer experience leader.

Only Spectrum elevates your service operations with a technology enhanced experience, so you can deliver on vehicle owners' higher expectations while driving retention and profitability.



**#1**  
FIXED-OPS SOLUTION  
AS RATED BY DEALERS<sup>2</sup>

TRUSTED BY  
**7,500+**  
DEALERS<sup>3</sup>

**29**  
OEM ENDORSEMENTS

**3,500+**  
DEALER CONSULTS PER MONTH  
FROM THE EXCLUSIVE PROVIDER OF  
PERFORMANCE MANAGEMENT

1. 2018 Cox Automotive Service Industry Study  
2. Based on an independent market research study, November 2016.  
3. November 2020.

# xtime spectrum™



## INVITE

Opportunity Dashboard

Lost Souls Recapture

Declined Services

Service Reminders

Timeslot Discounting

Performance Measurement

Text Marketing

Special Order Parts Marketing

Mobile Media Capture



## SCHEDULE

Online Scheduling

Mobile Scheduling

Dealer Scheduling

Call Center Scheduling

Menu Pricing

Bookable Menus

Rideshare

Video Capture

Service Pickup and Delivery



## ENGAGE

Tablet Reception

Walk-Around

Menu Presentation

Tire Selling

Texting

Payment

Self Check-In

Intelligent Diagnostics



## INSPECT

Inspection Dashboard

Dealership Chat

Multipoint Inspection

Mobile Media Capture

Inspection Estimate

Online Approvals

Video Capture

Service Status Tracking

Flexible Financing



XTIME CLOUD  
INCLUDED IN ALL PRODUCTS

Vehicle-Specific Maintenance Menus | Customizable Dealer Menus | Pricing Engine | Telematics

Bi-Directional Dealer Management System (DMS) Integration | Original Equipment Manufacturer (OEM) Integration

Multilingual Notifications (Email/Text) | Shop Management | Analytics | Reporting | Manufacturer Recall Integration



# INVITE

CREATE SERVICE DEMAND WITH A POWERFUL MARKETING TOOL

Communicate throughout the lifecycle, increase revenue and recapture declined services and lost souls with Invite.

# 13.3%

RO Increase†

# 113

ROs Generated  
per Month†



## LIFECYCLE COMMUNICATIONS

### ATTRACT BUSINESS CUSTOMERS AND GET RESULTS

- ▶ Powerful demand generation capability
- ▶ Integrated scheduling and customer touchpoints
- ▶ Visualize and target unsold shop capacity
- ▶ Service reminders, lost souls, seasonal specials, declined services, special order parts marketing, and more
- ▶ Personalize with outbound Business Development Center (BDC) tools

## OPPORTUNITY DASHBOARD

## PERFORMANCE MEASUREMENT

### MORE SERVICE VISITS AND LOYAL CUSTOMERS

- ▶ 113 additional ROs generated per month
- ▶ 13.3% RO increase

† Period Analyzed: Dec 2019 to Nov 2020



MAIL

Your Bright Valley  
Motors Advantage  
Members-Only Savings...

Bright Valley  
Motors

Your Bright Valley  
Motors Members-Only  
\$15 SAVINGS DISCOUNT  
is here to use through  
2/28! Click here  
<http://xtime.com/BrightValleyAdvantage> to book  
your appointment.

# SCHEDULE

MAKE SERVICE SCHEDULING EASY AND CONVENIENT

Capture and drive service business and increase retention by providing a better experience with Schedule.

**77**

ROs Generated  
per Month†

**13.1%**

Increase in Retention†

**10.2%**

RO Increase†



**ONLINE  
SCHEDULING**

**EXPRESS  
MULTI-MEDIA**

**DEALERSHIP MENUS,  
PRICING & SCHEDULING**

**SHOP  
LOADING**

**SERVICE PICKUP  
AND DELIVERY**

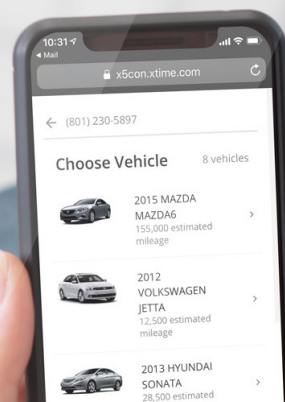
## DELIVER A PREMIUM VEHICLE OWNERSHIP EXPERIENCE

- ▶ Customer convenience through multichannel scheduling options
- ▶ Contactless customer experience with pickup and delivery Transportation options
- ▶ Professional and consistent menu recommendations and pricing
- ▶ Powerful shop management, scheduling controls, and video capture
- ▶ Integration with recalls, declined services, promotions, rideshare, loaner fleet management, and more

## INCREASED REVENUE AND HIGHER RETENTION

- ▶ **13.1%** increase in retention
- ▶ **77** additional ROs generated per month
- ▶ **10.2%** RO increase

† Period Analyzed: Dec 2019 to Nov 2020



# ENGAGE

GROW FIXED OPERATIONS WHEN YOU EXCEED CUSTOMER EXPECTATIONS

Improve your service process with instant access to menus, inspections, recalls, tires and service history with Engage.

# 14%

Increase in Retention†

# \$12

Lift per RO†

# 27

ROs Generated per month†



PAYMENT

SELF  
CHECK-IN

TEXTING

INTELLIGENT  
DIAGNOSTICS

PERFORMANCE  
MEASUREMENT

WALK-AROUND

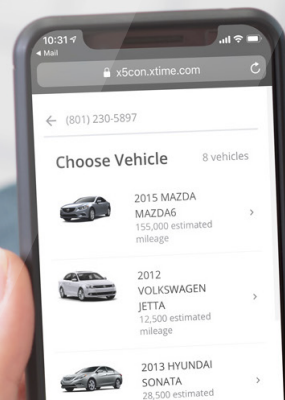
## PROVIDE A SUPERIOR SERVICE LANE EXPERIENCE

- ▶ Instant access to history, recommendations, and more
- ▶ Consistent check-in and checkout processes
- ▶ Professional service estimates
- ▶ Customer engagement tools with Texting, Status Boards, Self Check-In, Intelligent Diagnostics Integration, and Payment
- ▶ Declined services presentation

## MORE UPSells, BETTER PROCESSES, AND HIGHER RETENTION

- ▶ **27** additional ROs generated per month
- ▶ **14%** additional ROs generated
- ▶ **\$12** lift per repair order

† Period Analyzed: Dec 2019 to Nov 2020



# INSPECT

INSPIRE TRUST THROUGH TRANSPARENCY WITH THE RIGHT DIGITAL INSPECTION SOFTWARE

Boost revenue, increase shop efficiency and improve customer satisfaction with Inspect.



**ONLINE  
APPROVALS**

**ENHANCED  
MULTI-MEDIA**

**COMMON  
PRICING CATALOG**

**PERFORMANCE  
MEASUREMENT**

**EXPANDED FLEXIBLE  
SERVICE FINANCING**

## MAXIMIZE SHOP EFFICIENCY AND EFFECTIVENESS

- Built-in inspection processes with integrated customer approvals
- Instant communication with dealership chat and media sharing
- Real-time parts inventory and pricing information
- Centralized access to service history and past recommendations
- Mobile access with enhanced multi-media for technician inspection
- Intelligent Diagnostics integration
- Simplify the sales process with integrated service financing

## INCREASED REVENUE, PRODUCTIVITY AND CUSTOMER ENGAGEMENT

- **\$110** boost per repair order

# \$110

Boost per RO†

† Period Analyzed: Dec 2019 to Nov 2020



## XTIME CLOUD / THE HEART OF XTIME SPECTRUM

A single integrated platform connects all Spectrum solutions for maximum efficiency and results.

### PLATFORM BENEFITS

- Consistent menu offerings and pricing throughout all service tools
- Seamless coordination of internal and external scheduling processes
- Centralized Customer 360° access to service history, recommendations, communication logs and more
- Comprehensive shop management across Xtime Spectrum products

### ROBUST PARTNER INTEGRATIONS

- Certified, bi-directional DMS integration
- Loaner car management integration
- Dealer Tire integration
- Bookable recall campaigns
- Unique OEM integrations (Telematics, Owner Portals and apps, branding, and more)
- Cox Automotive integrations (Dealertrack, vAuto, VinSolutions, Dealer.com, Clutch, and Kelley Blue Book)
- Telematics scheduling integration

### REPORTING AND ANALYTICS

- Dashboards with visual analytics to identify key service trends and opportunities
- Comprehensive data to measure dealership and user performance
- Robust API access





## PERFORMANCE MANAGEMENT

### **BOOST YOUR FIXED-OPS PRODUCTIVITY AND PROFITABILITY THROUGH MEANINGFUL, CONSTRUCTIVE AND ONGOING PERFORMANCE MANAGEMENT.**

Running an efficient, profitable service department doesn't just include having the right platforms, but also the right partners. When you choose Xtime, you also get paired with a dedicated performance manager to help you improve efficiency and realize results faster. Each performance manager is an industry expert and will help guide you in improving your fixed operations and Customer Service Index (CSI).

### **GET RESULTS FASTER.**

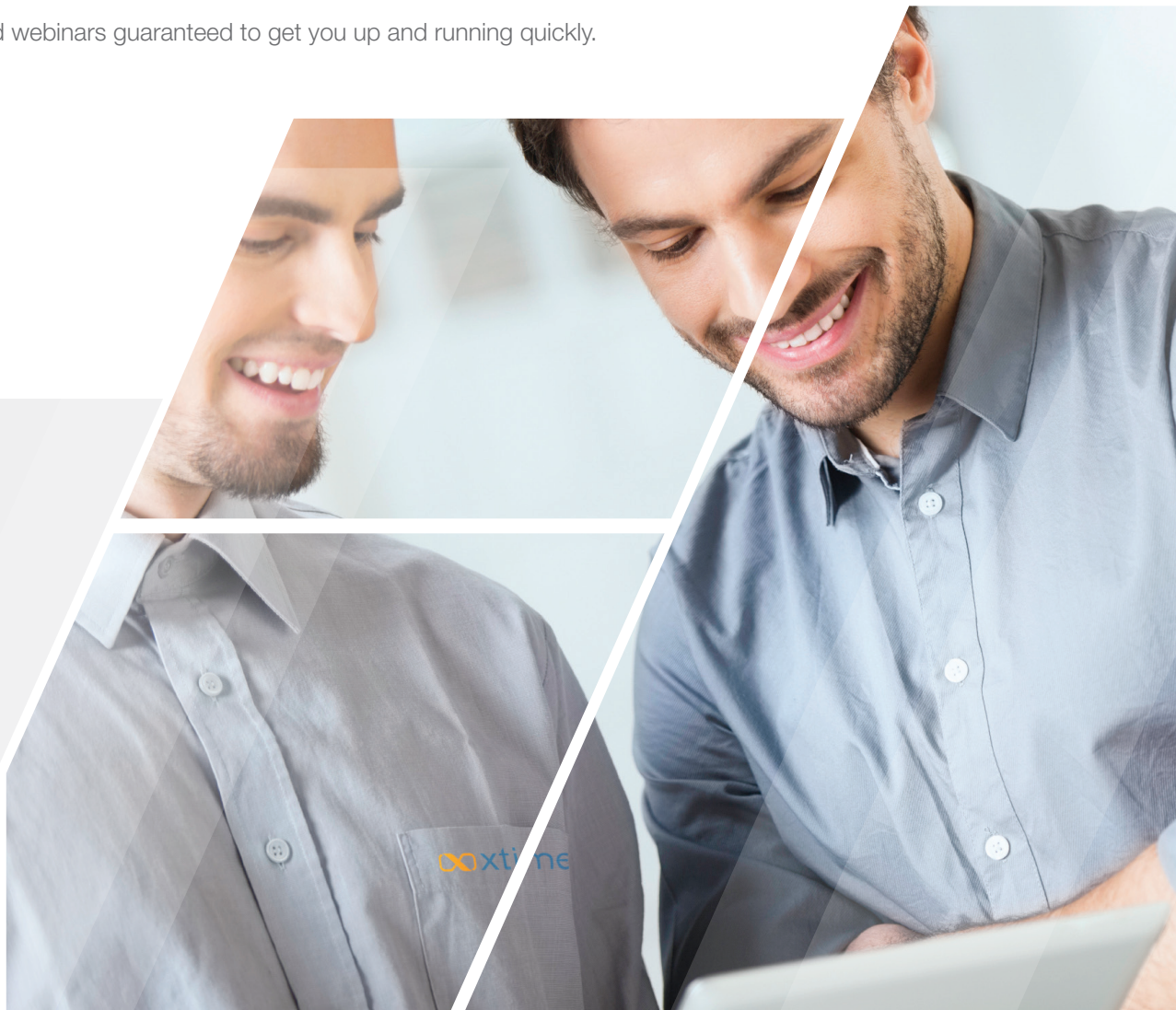
Learn how to use all Xtime features and the latest program enhancements to maximize labor and parts sales.

Apply best practices to reach full service department potential, including better show rates and increased profitability.

Reach your target audience and win more service customers.

Tailor Xtime products to enhance your brand and deliver a personalized service experience.

Access to training and webinars guaranteed to get you up and running quickly.





INVITE



SCHEDULE



ENGAGE



INSPECT

xtime

Learn more at [coxautoinc.com/amsi](https://coxautoinc.com/amsi)  
704-506-8512