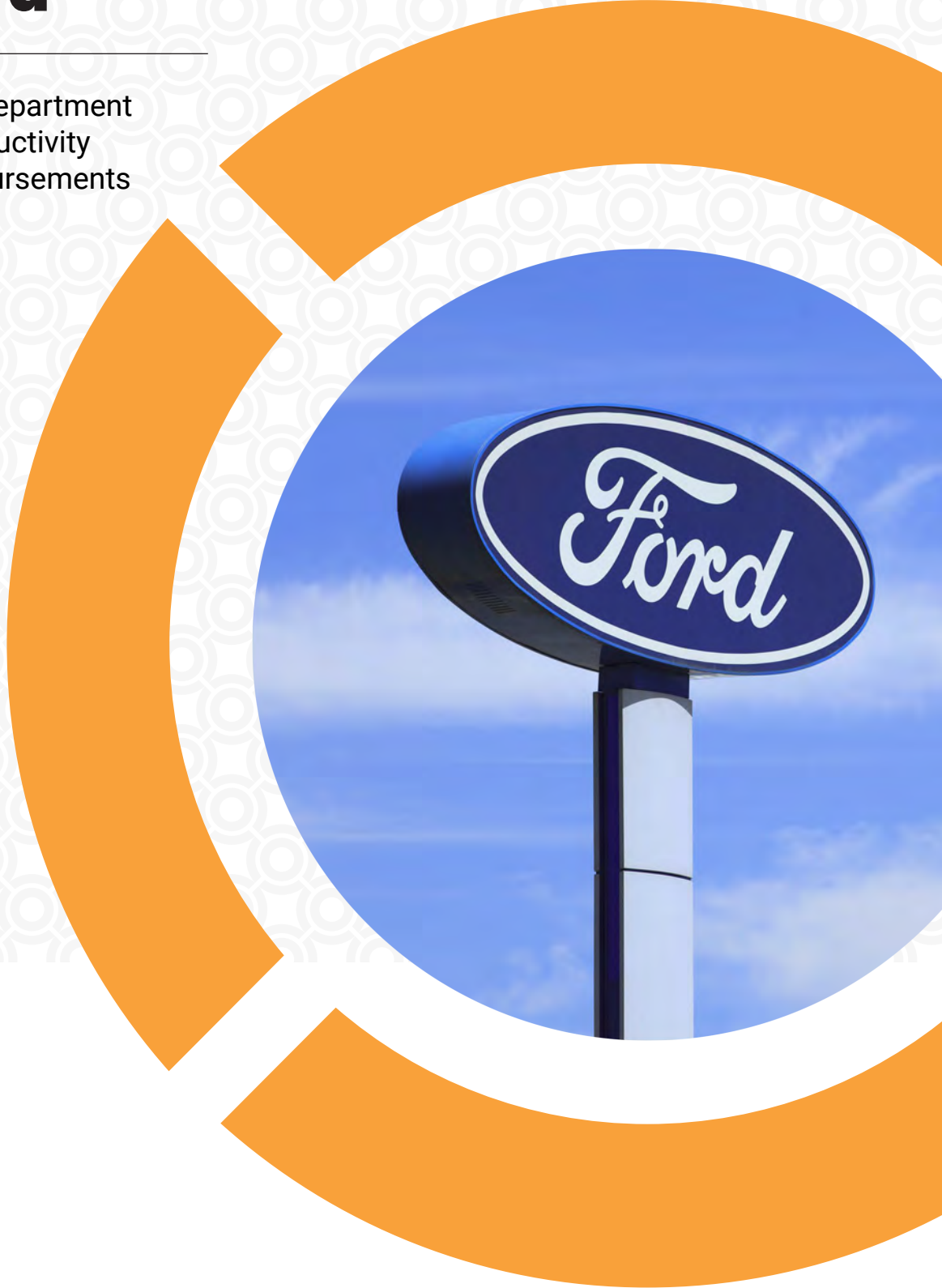


# Rowe Ford

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Rowe Ford Service Department  
Increases Shop Productivity  
and Warranty Reimbursements  
with Auto Dispatch



Rowe Ford is located in Westbrook, Maine and has been a loyal Auto/Mate customer since 2012. The Ford dealership is committed to offering a truly stellar customer experience at their store; a commitment that has garnered them multiple awards including a 2016 Reader's Choice Contest Winner by the American Journal for "Best Auto Dealer," and a 2017 Consumer Satisfaction Award by DealerRater.

**The Need:** Like many service departments, Rowe Ford had a problem with "cherry picking," when service techs search open ROs, assign themselves to jobs and view what other techs are working on. Automated dispatch solves this problem by automatically assigning open ROs to technicians and removing their ability to assign themselves to jobs.

Prior to becoming an Auto/Mate customer, Rowe Ford's service director struggled with implementing an auto dispatch system in their service department. The dealership management system (DMS) Rowe Ford was using at the time had a significant flaw: it limited the service manager's control over what functions technicians were allowed to perform.

This allowed cherry picking, which slowed shop productivity and had a negative impact on warranty reimbursements as unqualified techs frequently assigned themselves to warranty jobs.

With a large service operation that included 38 technicians, more than 3,500 ROs per month, a quick lane, body shop and retail reconditioning department, Rowe Ford's service manager needed an auto dispatch solution that gave him more control and increased efficiencies. This allowed cherry picking, which slowed shop productivity and had a negative impact on warranty reimbursements as unqualified techs frequently assigned themselves to warranty jobs.

**The Solution:** Shortly after switching to Auto/Mate's DMS, Rowe Ford's service director implemented its auto dispatch solution. Auto/Mate's auto dispatch allows skill codes to be assigned to each technician and assigns techs to each job based on their skill codes. The system automatically evaluates who's available and when the car is promised, while allowing some flexibility such as the ability to designate a waiting customer as a priority. Techs no longer have the ability to assign themselves to jobs and can only view RO's that include their skill sets.

Auto dispatching increases service department efficiency by freeing up a manager's time that was previously spent figuring out who is available to work, balancing work loads and monitoring progress on the various jobs.



**The Results:** Auto/Mate's auto dispatch solution immediately eliminated situations where techs assigned themselves to work they were not qualified for, freeing up those jobs for certified techs. This increased the number of jobs eligible for warranty submissions and as a result, significantly increased warranty reimbursements revenue from Ford.

The auto dispatch solution includes an electronic route sheet that allows the service director to view all jobs on a color-coded screen. In one glance, the service director is able to see the status of all repairs, how many waiters they have, whether they are living up to promised completion times, when a vehicle will be finished and more. The ability to view and track the status of jobs, along with the flexibility to make changes on the fly, significantly increased Rowe Ford's shop productivity.

### About Auto/Mate

Auto/Mate by DealerSocket is a leading dealership management system provider. Our innovative software delivers the functionality, flexibility and value dealers need to maximize profits, optimize processes and enhance the customer experience while saving thousands on their monthly DMS bill.

The addition of Auto/Mate to DealerSocket's suite of products creates a new choice for dealers seeking a connected platform that's driven by innovation and backed by award-winning customer service. Together, we serve more than 9,000 dealerships and 300,000 users. For more information, visit [www.automate.com](http://www.automate.com) or follow us on Facebook, Twitter or LinkedIn.