Price Auto Group

Price Auto Group Boosts Service Key Performance Indicators (KPIs) and Revenue with Auto/Mate's Mobile Service Consultant

Price Auto Group is based in Delaware and has been a loyal Auto/Mate customer for more than 20 years.

The Need: In 2016, Trevor Shoun, director of technical operations, was looking for ways to improve efficiencies and customer experience in their Honda-Acura dealership's service department. Specifically, Shoun wanted to reduce the time associated with the check-in process and the Multi-Point Inspection (MPI) process.

Located in Dover, the dealership has 26 service bays, employs 34 technicians and 12 service advisors and averages 2,600 ROs per month.

The Solution: Shoun implemented Auto/Mate's Mobile Service Consultant. Available on Windows-based tablets, Mobile Service Consultant allows service advisors to view their DMS service module information and conduct the service write-up process on the go.


The first process Shoun focused on improving was check-in. Historically, when a customer had an appointment the service advisor would have to ask for their name and find their RO among a stack of pre-printed ROs. Now the service advisors can walk up to customers as they drive in and greet them by name, instantly convert appointments into ROs and view vehicle history.

MPI is a second process Shoun was able to improve. Service advisors use their mobile tablets to call up a new or archived MPI checklist form and identify potential maintenance items. The advisor then presents the findings to the customer on the tablet, or emails them to the customer, for approval and signature.

The Results: Auto/Mate's Mobile Service Consultant shaved two to three minutes off the mobile check-in process. The biggest benefit of implementing the mobile MPI is the extra time the advisors can spend with their customers, which helps to improve customer satisfaction and increase upsells.

The increased efficiencies in the check-in and MPI processes were a contributing factor that helped Price Auto Group improve the following metrics, measured YTD 2017 vs. 2016.
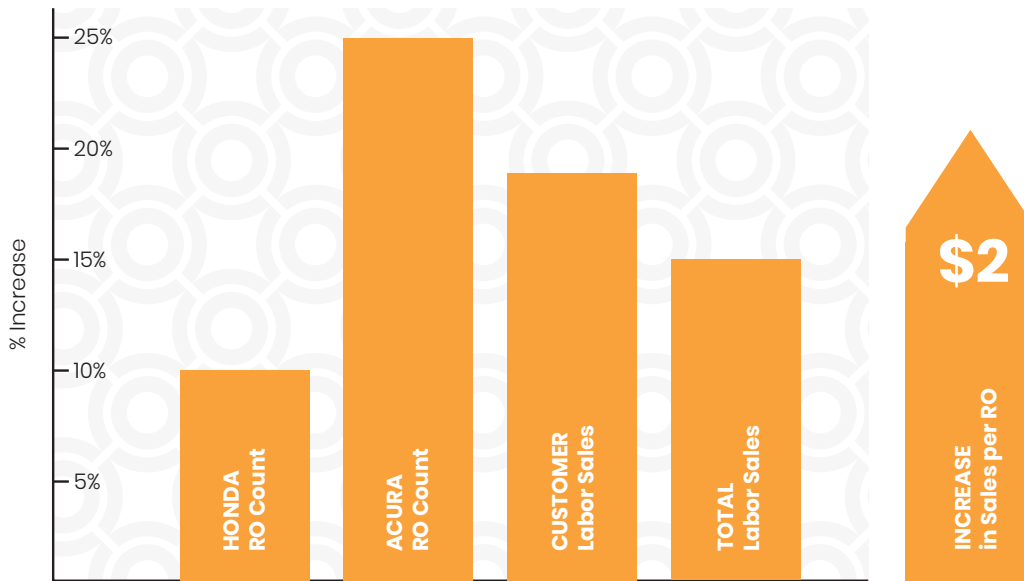
About Auto/Mate

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 or follow us on Facebook, Twitter or LinkedIn.