

Winning in a Touchless Environment

The Complete Technology & Process Guide



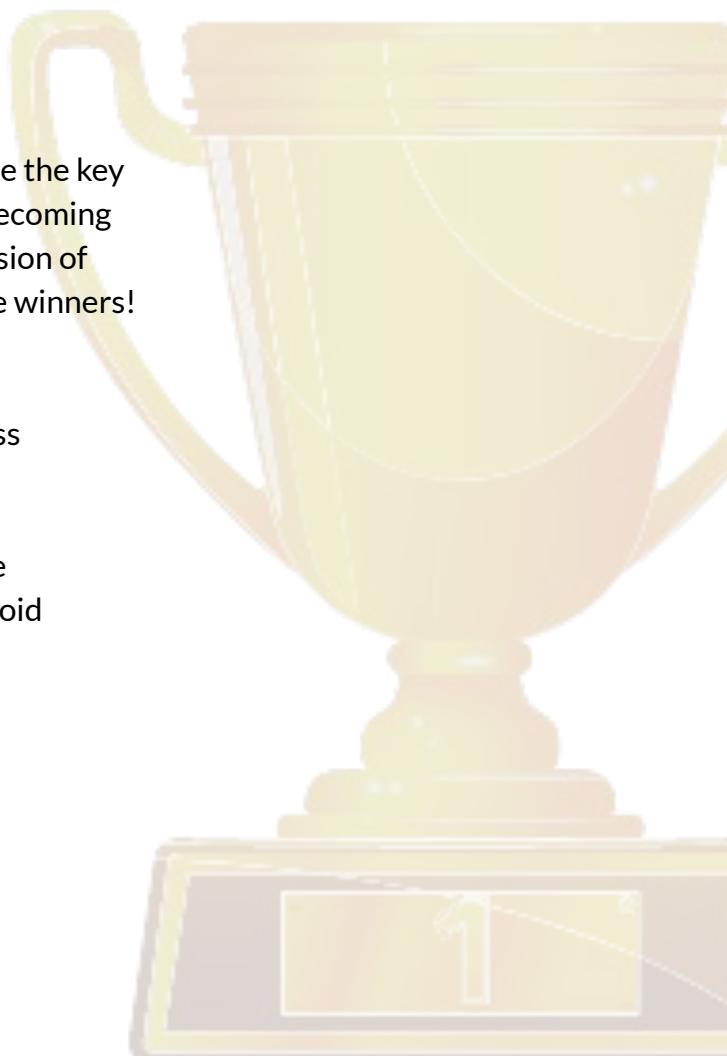


Winning in a Touchless Environment

The Complete Technology & Process Guide

Offering a touchless vehicle service experience will be the key to thriving in the current environment. It is rapidly becoming our new normal. Those dealers willing to grasp the vision of empty waiting rooms with full service bays will be the winners!

Success will depend on how well you integrate technology and process to tailor exceptional touchless service experiences at your dealership. This guide is designed to help you through the process of implementing touchless convenience quickly, provide ideas on where you can go touchless, and help you avoid common pitfalls





How To Win

The formula is simple, ensure your service experience is completely touchless and convenient for customers. However, every dealership has unique circumstances, which means a cookie cutter approach will not work.

You need to consider both technology and process to formulate the winning strategy for your dealership. Too much of one, and not enough of the other, will lead to an incomplete and less than convenient touchless experience for your customers.

A Tale of Two Taco Stands

This is an excellent example of why both technology and process need to be considered.

Taco Stand #1 focussed too much on technology and not enough on process. They had systems in place to take orders in advance and process your payment from your smartphone. They had the technology in place to be touchless. However, they did not think about the process. When you arrived at their pick up area, they had to come out and identify who you were, and then go back to get your order. This caused extra wait time, making customers less than happy about the process to get their food. Touchless, but not convenient.

Taco Stand #2 focussed too much on process and not enough on technology. They collected the make and model of your vehicle so they knew who you were when you arrived at the pick up area. They did not invest in the technology. Credit card payments were run manually, which meant touching credit cards and pens to sign paper receipts. This was an awkward ending to the customer experience.

In order to win, dealers need a cohesive integration of technology and their unique process. This ensures there are no gaps in an exceptional touchless service experience.



Technology Platform Capabilities

In order to win the maximum potential service business in your market, you will need to consider how technology can help you achieve a contactless exceptional service experience. There are many solutions and features available that help achieve a touchless experience using technology. myKaarma offers a complete service lifecycle of technology tools, and access to multiple partner integrations, delivering the most comprehensive technology options for a touchless experience.



Schedule and Communicate

This technology is certainly already ‘touchless’, but it is the gateway into a suite of seamless other technology options that can enhance the touchless process. This also contributes to the efficiency of the experience to deliver exceptional customer convenience.

You make the experience exceptional for a customer when your technology integrates with your DMS and can:

- Populate the balance of a returning customer's name, email, phone and VIN information as they fill in the data
 - Show customers transportation options available when scheduling an appointment
 - Allow customers to call or text the service advisor directly from the scheduler before booking the appointment
 - Let customers view any service promotion you desire in the scheduler while making an appointment
 - Respond to an appointment with a calendar invite and confirmation text/email after appointment is made, and send a reminder text and email before the appointment

You empower the Service Advisors to provide exceptional service when they can:

- Instantly be notified when the customer has arrived
- Easily add custom notes from a mobile appointment manager
- Do video walkarounds directly from a mobile appointment scheduler
- See every customer communication thread in ONE place
- Never miss a call, text, or email with a pop-up notifier
- See the name of the customer that is calling you before answering

Now that your customer is connected and committed to you through your communication and scheduling tools, you can seamlessly connect and provide other touchless experience technology.



Transportation Options

Transportation options allow customers to get to and from your dealership without having to linger in your waiting area. These options can include seamless Uber integrations, Pickup & Delivery of the vehicle, loaner vehicles, or even mobile service at the customer's home or office. All these options keep your service bays full, your technicians busy, and your waiting area empty.

Exceptional transportation technology needs to:

- Allow customers to see transportation options when they schedule their appointment, and allow them to select from open/available transportation options
- Allow the dealership to directly book Uber Rides through the application to reduce shuttle costs and eliminate guest waiting
- Easily assign and track Pickup & Delivery with the ability for the customer and dealer to track driver route and progress
- Allow customers requesting loaner vehicles to easily upload and securely store documents like Drivers License and Insurance verification digitally
- Offer certain service appointments the option to perform the service at the customer's preferred location, eliminating the customer's need to go out and expanding on the dealer's service bay capacity



Video Features

Video allows for the touchless transfer of information and allows for quick decision-making during the service process, making an exceptional touchless experience.

Video technology in a touchless environment needs to:

- Integrate with MPI forms to digitized multi-point inspections and eliminate paper form transfers
- Transform vehicle service into a consumer friendly online shopping experience with video, images, recommendations, and upfront pricing, for easy acceptance
- Integrate walkaround video with transportation features like Pickup & Delivery or loaner vehicles - eliminating old school pen and paper inspection check-in sheets
- Document vehicle condition to eliminate costly and time-consuming bogus damage claims
- Allow technicians to pause and resume recordings as they work on a vehicle, making videos short and concise
- Enable easy "tap" or "click" the screen functionality to take close-up pictures of defects or repair needs
- Have the ability to send automatically to customers, saving Service Advisors and Technicians time

\$ Payments

Payment technology is an area where there is a great deal of room to improve the touchless experience. Basic online technology will have to accept all major credit cards and integrate with your DMS as a starting point.

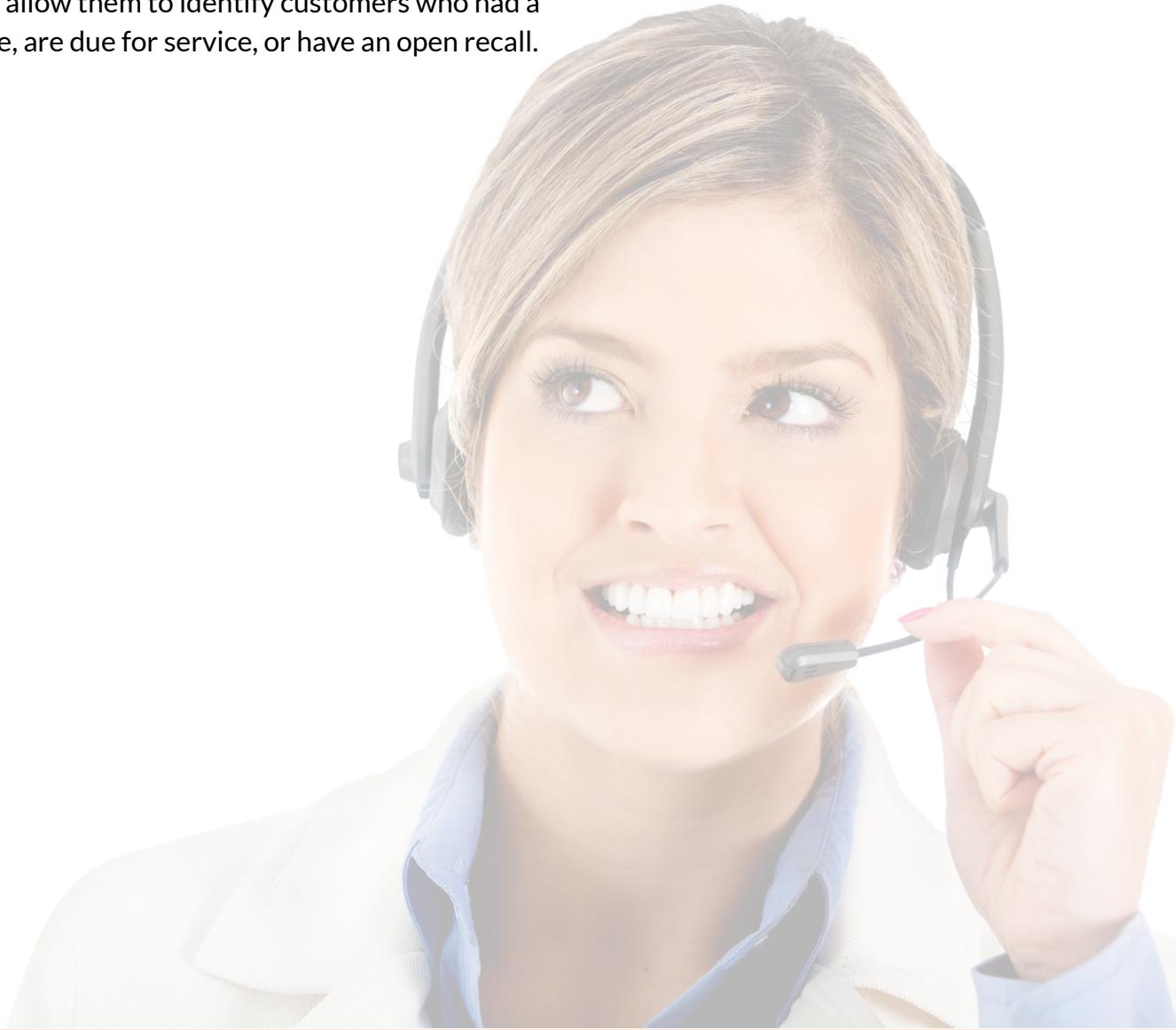
Superior dealership online payment technology will need to allow:

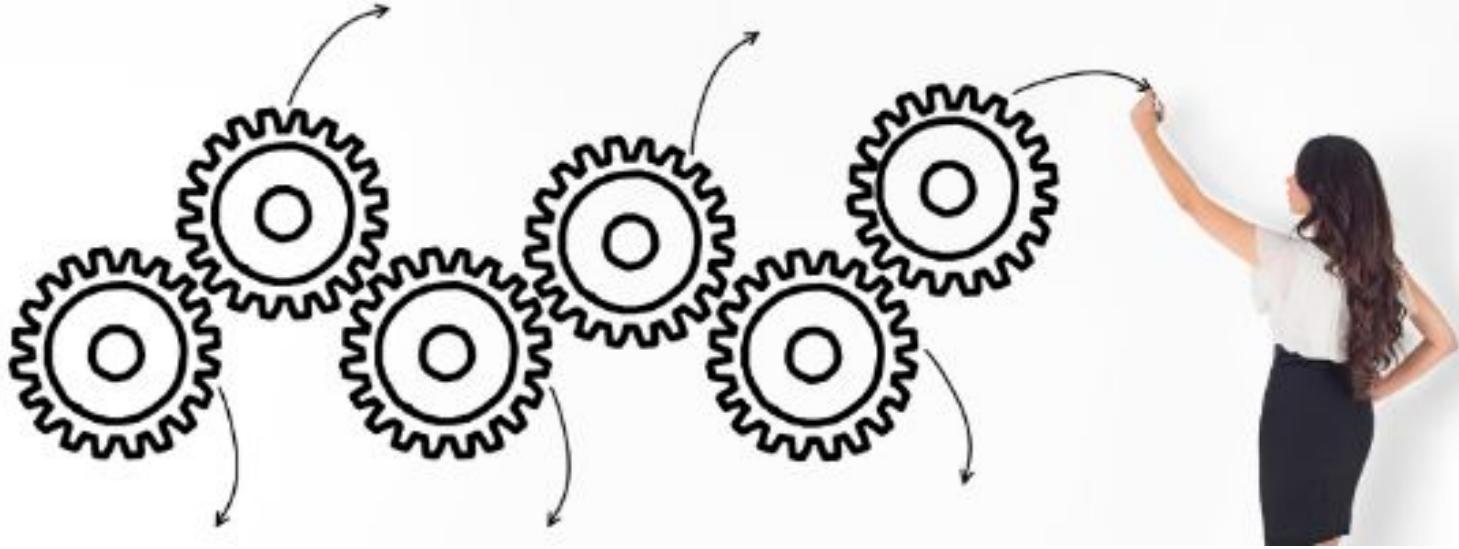
- Transactions to be formatted and delivered for simplified reconciliation in the accounting department at the end of each day
- Customers to pay at any time and from any device
- The dealer to send invoices via text or email with a link to see customer e-invoice with an order summary
- For the capture e-signatures when customers pay online on their desktop or mobile devices
- Payments for Service, Parts, Body Shop, Loaner, and Sales Departments
- Customers to save card information in a secure environment when paying online
- For an automatic text and/or email payment request sent to the customer once their car is ready
- A text and/or email with the exact repair order the customer will receive at checkout, allowing them to review it before picking up and paying for their vehicle



Business Development Center (BDC)

Service appointment technology that is integrated with the DMS can become a resource for BDC agents to find additional service business during these times. Good technology will allow them to identify customers who had a declined service, are due for service, or have an open recall.





Dealer Process

Each dealership is unique. Some have a single service drive with only a few service writers, and others may have multiple shared drives with a team of service writers dedicated to multiple brands. This will drive how any technology is applied to the dealership process. Any chosen technology needs to be carefully thought through at the dealership. Every department involved with the process, what information that department needs to intake and output, and how they impact the customer experience needs to be considered. This is how you avoid touchless breaks in the experience, like in our Taco Stand scenarios.

There is no cookie-cutter approach anyone can recommend. However, we do provide the following checklist designed to help walk you through the deployment of technology to a customized process that fits your dealership.



Process Checklist

Use this as a guide to implement technology and process changes and avoid missing critical gaps in your new touchless service process that can cause poor customer experiences.

Tech Feature Desired	Name/Function	
Tech Objective	Why do we want it?	How will it help?
Integration Check	Will it integrate with:	What areas need additional integration steps: <input type="checkbox"/> DMS <input type="checkbox"/> Scheduler <input type="checkbox"/> Payments <input type="checkbox"/> Transportation tools <input type="checkbox"/> Other
Dealer Process Fit	What departments touch this process: <input type="checkbox"/> Service Advisor <input type="checkbox"/> BDC <input type="checkbox"/> Parts <input type="checkbox"/> Body Shop <input type="checkbox"/> Vallet <input type="checkbox"/> Cashier <input type="checkbox"/> Controller <input type="checkbox"/> IT <input type="checkbox"/> Management Approvals <input type="checkbox"/> Other	Complete department review on how they are involved, data in/out to complete their phase of the process: <input type="checkbox"/> Service Advisor <input type="checkbox"/> BDC <input type="checkbox"/> Parts <input type="checkbox"/> Body Shop <input type="checkbox"/> Vallet <input type="checkbox"/> Cashier <input type="checkbox"/> Controller <input type="checkbox"/> IT <input type="checkbox"/> Management Approvals <input type="checkbox"/> Other
Conduct test 'as customer'	Comments	
Adjustments needed	Comments	
Set up desired KPIs	Comments	
Launch	Comments	
Measure Performance	Comments	



Process Checklist

Tech Feature Desired	Name/Function	
Tech Objective	Why do we want it?	How will it help?
Integration Check	<p>Will it integrate with:</p> <ul style="list-style-type: none"> <input type="checkbox"/> DMS <input type="checkbox"/> Scheduler <input type="checkbox"/> Payments <input type="checkbox"/> Transportation tools <input type="checkbox"/> Other 	<p>What areas need additional integration steps:</p> <ul style="list-style-type: none"> <input type="checkbox"/> DMS <input type="checkbox"/> Scheduler <input type="checkbox"/> Payments <input type="checkbox"/> Transportation tools <input type="checkbox"/> Other
Dealer Process Fit	<p>What departments touch this process:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Service Advisor <input type="checkbox"/> BDC <input type="checkbox"/> Parts <input type="checkbox"/> Body Shop <input type="checkbox"/> Vallet <input type="checkbox"/> Cashier <input type="checkbox"/> Controller <input type="checkbox"/> IT <input type="checkbox"/> Management Approvals <input type="checkbox"/> Other 	<p>Complete department review on how they are involved, data in/out to complete their phase of the process:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Service Advisor <input type="checkbox"/> BDC <input type="checkbox"/> Parts <input type="checkbox"/> Body Shop <input type="checkbox"/> Vallet <input type="checkbox"/> Cashier <input type="checkbox"/> Controller <input type="checkbox"/> IT <input type="checkbox"/> Management Approvals <input type="checkbox"/> Other
Conduct test 'as customer'	Comments	
Adjustments needed	Comments	
Set up desired KPIs	Comments	
Launch	Comments	
Measure Performance	Comments	



About myKaarma

myKaarma is a cloud-based software company that focuses on enhancing the retail experience of serving customers and increasing franchised dealership revenue. The myKaarma platform provides 21st-century technology for digital conversations (Text, Email, Voice, video, photos) and payments (Mobile, Point-of-Sale) with auto-reconciliation. The full platform, service@home, includes pickup and delivery, video walkarounds, driver tracking, communications, and payment features all seamlessly integrated and synced with the DMS.

