

DRIVING FIXED OPS SOLUTIONS

DIGITAL, MOBILE TECHNOLOGY DOMINATE 2017 NADA CONVENTION

This is the second in a two-part series examining technologies driving new and improved digital solutions for dealers. The article wraps up with recent news on dealer Fixed Operations solutions.

BY TED FELLOWES

The same technologies enriching our personal lives are advancing dealer systems in predictable ways. Let's take a look at few more of these key technologies and how they may affect your dealership.

Connected / Smart Car

"Connected cars are changing the industry, but dealers are receiving little value from this shift," according to Kevin Weiss, Spireon's CEO, who's committed to "giving dealers the tools they need to benefit from the connected car revolution."

AutoNet Mobile's DealerConnect uses vehicles' OBD-II ports to monitor vehicle health. When problems are detected, both dealer and vehicle owner are automatically notified, relevant service promotions are sent and an opportunity to schedule a Service appointment online is provided. DealerConnect operates independently of OEM connected-car technology sold and installed by dealerships and also turns vehicles into mobile Wi-Fi hotspots.

Using GPS-based mileage tracking, Spireon's Kahu improves accuracy of Service reminders. Spireon also offers several OBD-II (rather than GPS) solutions that provide vehicle health status.

Verizon — a new NADA exhibitor this year — promoted "Hum," an OBD-II reader, that receives diagnostic alerts including diagnostic trouble codes (DTCs) and other information, identifying common vehicle issues. Notifications are sent to vehicle owners (and, potentially, dealers) via text message, email or both. Consumers can view vehicles' diagnostic information and descriptions of most DTCs in the Hum app or Hum web portal.

In Kia's CVIS program, vehicles transmit DTC and other vehicle sensor data to Kia servers, which relay that data to Infomedia's SuperService application for use by dealer Service Advisors and Technicians. Alerts are sent to dealer staff to investigate and then call customers for follow up and to schedule Service appointments.

Infomedia executive Peter Petrovski asserts that "the 'connected car' diagnostic data needs to be augmented with VIN-precise job codes, Part numbers and labor times to facilitate efficient use DTC alerts in the booking of Service appointments, generating repair estimates and specifying needed Parts. As always, turning data into meaningful information is key. That's where connected data will succeed or fail."

Global leaders in parts and service software

• New Digital Solutions

InPart, Solera's global Parts eCommerce solution (in both the Collision repair as well as mechanical repair markets) is in pilot operation in the U.S. and Canada. InPart supports all part types (including OEM) and for collision shops will integrate with Audatex and other major estimating systems. InPart is expected to be available to dealers later this year, according to Solera management.

RevolutionParts launched an in-house Parts and Accessories marketing agency providing turnkey PPC advertising, content marketing and email marketing to customers who choose to add-on marketing services to their eCommerce solutions.

myKaarma launched its new Remote Repair & Drop Off Service, designed to provide Service customers an Uber-like experience. The new service aids and automates dealer management of shuttle drivers and the customer pick-up / drop-off process.

• New/Expanded Alliances

Insignia Group and RevolutionParts are partnering to make it easier for dealers to grow accessories sales online, combining eCommerce from RevolutionParts with accessory information and visualization from Insignia.

Recently, leading collision repair network Fix Auto USA signed an agreement with PartsTrader to be a recommended partner. "Collision repair facilities using the PartsTrader platform to search and compare for Parts within their marketplace can access more competitive quotes and significantly reduce their return rates," said PartsTrader Founder Rob Cooper. Fix Auto locations will also be able to access PartsTrader's data analytics based on actual quotes and orders in a Body Shop's specific market.

Elite EXTRA and Summit Consulting, Inc. (SCI) have teamed up to enable SCI's Parts CRM to access delivery and mileage information from EXTRA's Parts Delivery Management solution, enhancing SCI's sales and delivery forecasting. Elite EXTRA also partnered with Red-

line Marketing to use EXTRA's Parts CRM to boost the performance of Redline outside sales specialists, targeting larger dealer groups in larger markets.

The pairing of myKaarma's mobile messaging with MDL's automated arrival solutions is designed to automate workflow. As customers pull into the Service Drive, MDL transmits the VIN to myKaarma, which sends a message notifying the assigned Service Advisor. A welcome-to-the-dealership message can also be texted to the customer. Also, a message can be sent to the Service Department when customers return with their loaner, streamlining Service Department customers' experiences.

ELITE EXTRA'S WHOLESALE PARTS REPORTING ENGINE IS POWERED BY A MULTITUDE OF MEASUREMENTS, INCLUDING TIME-STAMPING ALL DELIVERY-VEHICLE ARRIVALS, DELIVERIES AND DEPARTURES AS WELL AS ACTUAL GPS MILEAGE COMPARED TO THE EXTRA SUGGESTED ROUTES.

• Achievements

RevolutionParts, a first-time exhibitor at NADA, announced that it had processed over \$300 million in online Parts and Accessories sales for over 600 dealerships since its launch in 2013. UpdatePromise announced that in 2016 over 16 million consumers engaged in its electronic communication solutions. And Spireon revealed that its aftermarket GPS devices are installed on more than 3.5 million vehicles and offered by 14,000 dealerships across North America.

CenPOS reported that retailers experience roughly \$7.2 billion in fraudulent purchases from card-not-present fraud — that is, use of stolen credit card numbers online and in mobile channels. CenPOS that notes it implemented Consumer Authentication, in which the card-issuing bank assumes responsibility for transactions, to protect dealerships from the impact of card-not-present fraud.




REVOLUTION PARTS



GlobalInPart



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