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## How the Quorum M3 Vehicle Inspection Process Helps Dealers Capture Additional Customer-Pay R.O. Revenue

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## Executive Overview

The M3 Tool Kit residing within the Quorum XSELLERATOR™ Dealer Management System (DMS) is a powerful free benefit designed to improve dealership profitability.

M3 is shorthand for Make More Money, productivity tools packed into every Quorum XSELLERATOR DMS. This report discusses one of them, M3 Vehicle Inspection Process (VIP).

Open it up and put it to work generating additional labor and parts revenue for your dealership.

M3 VIP is already used in over 45 dealerships in North America with more being trained each month. On average, their service and parts revenues have increased more than \$360,000 annually per store – at no additional cost.

This built-in tool makes the Quorum DMS more than a dealer's core technology center. It makes service departments more streamlined, efficient, and profitable.

XSELLERATOR M3 VIP – a free tool for Quorum users that helps them make more money!

Regards,



Maury Marks, Founder and CEO  
QuorumDMS.com

### Put your tools to work!

XSELLERATOR M3 VIP is a free tool for Quorum users that helps them make more money!



## The XSELLERATOR tool:

- Improves technician and advisor thoroughness, yet saves time
- Simplifies service quoting and improves quoting accuracy
- Maximizes labor and parts revenue opportunities from every vehicle entering service
- Identifies opportunity losses and stops them, another way VIP makes dealers more money.

## DMS as a Money Maker

Ordinarily, the DMS is perceived as a necessary cost of doing business. Quorum's XSELLERATOR, however, is more than a passive contributor to the bottom line. *It helps dealers drive more revenue from nearly every vehicle serviced.*

The M3 Vehicle Inspection Process (VIP) tool is already part of the Quorum DMS – dealers using XSELLERATOR pay nothing more for its powerful additional benefits.

“We switched to Quorum originally to be more effective and efficient overall, but when we turned on the M3 VIP feature, that step alone took our service performance to the next level,” said Rob MacLachlan, VP Finance for Finch Auto Group of London, Ontario.

“Now technicians are identifying more legitimate service needs on vehicles they inspect. Based on our financials, this has meant across the three stores using M3 VIP an average of \$93,000 per month in sold quotes to our customers,” MacLachlan said.

When Tony Dutton turned on this revenue-generator at Atlanta's Capital Buick-GMC, its service department realized an immediate boost in customer-pay revenue. “The prior month we generated \$56,300 in labor, but \$85,900 the next month when we turned on M3,” said Dutton, Fixed Operations Director.

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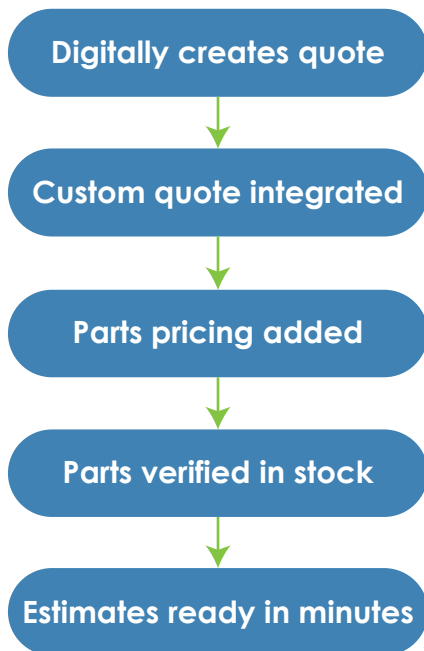
**Rob MacLachlan**  
VP Finance  
Finch Auto Group



“This M3 quoting system in itself is the one thing that makes this DMS stand out above every other dealer management system, as it removes the manual build for the quote. For me, that’s a huge benefit!”

**Tony Dutton**  
Fixed Operations Director  
Capital Buick-GMC

## Vehicle Inspection Process



## M3 VIP – Vehicle Inspection Process

M3 VIP helps staff identify more legitimate upsell opportunities at both walk around and inspection points.

A study by retention specialists Krex, Inc. noted that a technician's failure to catch worn brake pads, for instance, might cause an immediate \$100 loss, but more damaging is the loss of the customer to a competitor who finds and addresses that need.

**“National averages show that every lost service customer equates to an average parts and service opportunity loss of \$2,200,”** Krex reported. **“An average dealer with 10 technicians could be jeopardizing as much as \$22,000 in future parts and service revenue each day.”**

XSELLERATOR’S M3 VIP streamlines the service quote build, automatically building the quote digitally because the items on the walk around or inspection are mapped to the dealership op codes. If a custom quote is required XSELLERATOR is integrated into Mitchell. Once the quote is created, it flows to the parts department where parts pricing is added and parts are verified as in stock. Estimates are ready for customer presentation within minutes.

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The quote is time stamped at each destination. Yellow or green priority codes help customers evaluate need and prioritize need. M3 VIP also captures digital signatures and declined service notations.



## A healthier dealership and more successful employees

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**Jim Shrout**

Service Manager  
Thomson MacConnell Cadillac

Another tool found within XSELLERATOR, Communicator, connects the service department with customers digitally, using text or email. Its use helps ensure better customer engagement during the service process by keeping them informed and speeding repair consent.

## Streamlines workflow

**Processes and people managed by the numbers mean a healthier dealership and more successful employees.**

“It saves my service advisors time, and because techs no longer have to leave their bays to run paper to the parts department, techs are more productive. That is a huge upside from using M3 VIP,” noted Jim Shrout, service manager for Thomson MacConnell Cadillac, Cincinnati.

He also likes the tool's monitoring and reporting features. “This oversight says to my staff, ‘you are accountable for your job’. It has helped us improve accuracies and eliminate excuses. If there is an issue, everyone knows we can easily drill down to the cause,” Shrout said.

**The tool also helps pinpoint untapped opportunities.**

“With this tool I can monitor each advisor's lines of work and their dollars. I'm able to identify where they can improve. We have to capture every opportunity in service today,” Shrout said.

**It's made the dealership serious incremental revenue.**

“We started using M3 in 2014 and we experienced significant gains in our customer-pay dollars and average RO dollars,” Shrout said.

## Summary

The Quorum XSELLERATOR DMS M3 tool kits, at no additional cost to dealers, improves their operations. Besides M3 VIP, M3 Parts Matrix Pricing and eight other tools make dealers more money.

*These tools include:*

- Integrated software functionality and proven processes designed to increase service and parts revenues
- Measurement intelligence to monitor and report dealership activity and monetary gains
- Staff training, orientation, and documentation to help dealerships use these complimentary tools to their fullest benefit to the dealership

Quorum's XSELLERATOR DMS is a comprehensive package with full CRM embedded throughout, unrivaled customer communication capabilities, seamless integration between departments and with manufacturers, advanced features in every department and ready access to key information to help you manage your business.

For more information, visit:

[www.QuorumDMS.com](http://www.QuorumDMS.com)

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## Accelerate Service Sales

XSELLERATOR automates, integrates, and streamlines every department in a dealership... and with M3, Makes More Money!

