



### Is Your Service Business Increasing or Declining?

Times may be tough, yet customers continue to get their vehicles serviced. Are you getting your share? According to some sources, nearly 65% of maintenance work is performed by non-dealership service facilities. Jiffy Lube accounts for about 15% and ranks second to general independent shops. On a mystery shop to compare them to a dealership's service department, here's what was found:

#### The Service Drive

I was approached while still in my car by a man who turned out to be the manager. He didn't say "hello" but simply asked, "Here for an oil change?" After I responded in the affirmative, he reached his hand into my car and pulled my "next oil change" sticker off the windshield and said, "That's not mine!"

#### The Write Up

Without comment, the manager walked over to a computer terminal, covered by an umbrella, that was adjacent to the drive. He keyed in my information and then asked, "How are your wiper blades?" I replied, "Fine." He then suggested that a transmission service be performed because that is what the manufacturer recommends at my present mileage. I told him I had it done already and no further sales attempts were made. Note: He never provided an estimate for the service nor did he ask me to sign a service order.

#### The Waiting Area

Upon arriving inside, I noticed a variety of posters that explained what and why each of the available services were offered. It was interesting that each of the posters had a note that stated the recommendations were based on the manufacturers' "severe" maintenance schedules. The manager hadn't told me that when he suggested the transmission service.

#### The Delivery

The one positive experience I had was when the tech who serviced my car came in and reviewed everything he had done including vacuuming the vehicle. He asked if I had any questions and then handed me a frequent visitor card that provided an increased incentive for each of my next 5 visits. By the 5th visit, my service would be reduced in cost by \$10.00.

Nothing about the visit caused me to want to take my car to Jiffy Lube. But if my dealership experience were the same as at a Jiffy Lube, I might be tempted take it there instead. So how does your dealership stack up?

*This informational piece was originally produced for Auto University. To read this article in its entirety, [click here](#).*