

Drive market share of segment 2 & 3 aftersales

Attracting bookings for older vehicle servicing is good news for dealer workshops

Q Why is it so important for dealers to attract older vehicles into their workshops?

A The reducing segment 1 vehicle parc and the growth of electric vehicles is reducing traditional ICE (internal combustion engine) servicing requirements. This is the segment dealer aftersales has relied upon, meaning dealers are having to run expensive marketing campaigns to try to stop customers lapsing or to regain those who have lapsed. For many, this can be a costly exercise for little return.

SecretService from BookMyGarage (BMG) offers dealers the opportunity to target older vehicles, delivering great business benefits. The parts and service teams may be the immediate beneficiaries of these bookings, filling gaps, providing crucial parts and labour sales. However, we also know that sales teams successfully sell cars to these new customers, and, of course, any bodyshop/smart repair operations can also be on hand. As importantly, with declining customer databases, getting a lapsed customer back and new conquest customers in, builds future sales opportunity.

Q What, exactly, is SecretService?

A SecretService is the franchised dealer and OEM arm of BookMyGarage, specifically developed to drive crucial market share of segment 2 and 3 aftersales work into dealer workshops. SecretService delivers competitively priced bookings, that still produce a healthy margin. Even more than this, they create an upselling opportunity which sees the final booking value increase on average by 73%, further enhancing profitability.

Q How is SecretService not just discounting OEM servicing?

A By using our unique service schedules, a dealer can position themselves competitively with local independents, as they are offering the same service 'apples for apples' but, as the dealer is not revealed until after the booking, its brand is protected. This offers

a far more practical option than discounting manufacturer servicing and the substantial upsell opportunities help drive additional revenue.

Each partner is listed as a SecretService provider, highlighted at the top of the page as 'SecretService'. This allows consumers to make an unbiased booking decision using such elements as reviews, price, location and detailed availability. We also work to emphasise the value of a dealer booking, focusing not just on price, but also quality of service, training and reviews. Once the booking is confirmed, we then reveal the identity of the dealer.

Q How effective has SecretService been at delivering profitable work to dealerships?

A So far, we have already delivered tens of thousands of bookings. More than 70% of these customers were never seen by the dealership before; 95% of these were from segments 2 and 3 or older. Our partners tell us their final invoice values achieved are higher than their normal bookings, as older vehicles need more work! OEM advisories are also highlighted on BMG to drive more bookings into the dealer. Our brand has also become a household name, helping to drive more bookings with the number of people

checking prices with BookMyGarage now topping 5.5m, and this year being used as a question on *The Chase*. Thankfully the contestant got the question right.

Q You say you provide competitively priced service bookings, from older segments. But how is this done?

A We work with our partners to ensure a fair, but competitive, local price is set, using our unique service schedule to create a differentiated SecretService price. Once the vehicle is in the workshop, the usual vehicle health check processes kick in and the dealer has their new customer. Our partners trust our pricing to drive new customers into their workshop, and it is then their experience, quality and professionalism which gives the consumer something extra, for example a video report on any issues, which many independents just don't offer. In turn, this generates trust, fantastic reviews and repeat business for our partners.

Q How has the pandemic affected your dealer partners?

A We've seen increased demand for our service, with the increasing importance of driving revenue from aftersales. In addition, as we can look directly into dealer diaries, checking availability, we only book available slots. This means any staffing issues driven by the pandemic can be managed, while filling last minute available slots to re-fill any unsold hours.

Q And how do you see the remainder of 2022 and beyond?

A Clearly these are both challenging and yet exciting times. We always knew with the emergence of EV, aftersales would have to adapt. The current situation is forcing the industry to adapt quicker than expected. We believe we are absolutely a part of the solution and are looking forward to helping not just our existing partners, but future new partners, achieve their goals in these extraordinary times. Just recently a partner referred to us as being "incredibly agile", which is something we hope to bring to even more partners going forward.

OUR PARTNERS TRUST OUR PRICING TO DRIVE NEW CUSTOMERS INTO THEIR WORKSHOP

TREVOR BOSWELL

Take Market Share of Segment 2+ Aftersales



400%* Revenue Return



70%* New Customers



Average invoiced value £275



Wins 95% From Segment 2+



Wins Back Lapsed Customers

 Secret Service™
POWERED BY BOOKMYGARAGE

secretservice.co.uk

4.7* on Trustpilot