

10 September 2018

Automotive Industry Report: Workshops have huge potential to build customer loyalty through service agreements

A total of 65% of 202 recently surveyed Danish car workshops say customer service is the main tool to build loyalty. 15% focus on service agreements, 13% on loyalty discounts, 9% on newsletters and 24% on other means.

Surprisingly, a total of 18%, nearly one in five workshops, do nothing to increase loyalty. These findings are taken from a recent survey conducted by independent research institute AnalyseDanmark on behalf of OmniCar.

- Being able to build loyalty is crucial in the automotive industry where car owners often go for the cheapest price. Instead of maximising the value of a single service visit, it is better to increase the value of the customer lifetime by stimulating the customers' desire to return to the workshop again and again. A service agreement represents the single greatest opportunity to make customers come back to the workshop, Group CEO at OmniCar Claus T. Hansen says.

- We at OmniCar have the task of explaining more workshops that a service agreement is in fact a way of working systematically with customer service and loyalty, Claus T. Hansen adds.

Win-win situation

Another survey with 1,176 car owners also conducted by AnalyseDanmark showed that 37% of the car owners want service agreements, but only 11% of the car owners were offered a service agreement when they last visited a workshop.

- The surveys show that we have car owners, on the one hand, who are looking for service agreements and workshops and dealers, on the other hand, who are looking for ways to build loyalty. At OmniCar, we have exactly that tool that can benefit both parties. It is a win-win situation with service agreements, Claus T. Hansen says.

Surveys were carried out in May and June 2018.

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About OmniCar

The IT company OmniCar has developed a unique software solution called SAM (Service Agreement Management) for vehicle repair shops and car dealers. SAM is a digital tool that is designed to automatically manage future sales and service agreements. SAM helps vehicle repair shops and car dealers to manage and sell far more service contracts than before using customized additional services and subscription-based services that follow each car throughout its lifecycle.