

ATTENTION!
Reynolds & Reynolds
and ADP Dealers

AUTHENTIC PERFORMANCE™



INTRODUCING WIRELESS SERVICE ADVISOR

New Wireless Service Advisor (WSA) Helps Service Lane Profit Three Ways

1. Increases Productivity

The new *WSA* system helps service advisors interact more effectively with customers by allowing them to make service recommendations while performing vehicle walk-arounds. Utilizing a menu-driven program, *WSA* helps *decrease* one-line orders by *increasing* advisor service recommendations.

2. Increases Sales

The *WSA* will record customer information that is then used to identify recommended services. An **Automatic Search and Integration of Current Campaigns and Recalls** feature ensures the advisor will never miss a service opportunity. In fact, current dealers using *WSA* have seen a return on investment of 300% to 900%!

3. Increases Customer Satisfaction

Customers feel confident and assured that all essential service procedures are performed on schedule, including standard maintenance (such as oil changes and lubrication) and parts inspections (brake and cooling systems). With the inspection and write-up happening right at the vehicle, the customer's needs are quickly met, saving the customer valuable time.



Check Out These Features & Benefits

- Utilizes powerful wireless and mobile technology
- Automatically retrieves critical customer and vehicle data (repair history, recommended services, warranty and recall information, etc.)
- Consistent presentation of vehicle-specific service menus
- Walks advisor through a complete and full inspection process
- Advisors can easily create, validate, execute, store and manage ROs right on the service drive
- Can initiate interactive video presentations in both English and Spanish
- Requires walk-around vehicle inspection to check for pre-existing body damage, which results in lower policy claims and increased body shop selling opportunities

WSA Means *Less One-Line Orders and More Recommended Service Write-Ups!*

For ADP and Reynolds & Reynolds dealers, WSA's use of a menu program makes certain that every service advisor covers all critical vehicle inspection points. Critical customer service data is recorded for future reference, resulting in an *increase* in recommended services and a *decrease* in one-line repair orders.

WSA's tablet-based program allows service advisors to input vehicle and customer data while performing vehicle walk-around inspections. This allows advisors to discuss all vehicle maintenance issues uncovered during the walk-around with the customer while at the vehicle, which aids in closing the service sale. In addition, it saves both the advisor and the customer valuable time, since potentially critical services are not overlooked. As a result, customers can quickly have their work completed and be on their way.

ADP and Reynolds & Reynolds Dealers: Take Your Service Drive To The Next Level!

WSA allows your service advisors the freedom to take his/her portable PC to the customer's vehicle, streamlining and professionalizing their write-up process while accessing important O.E. and dealer information. Easy for advisors to use, WSA operates over a Wireless Local Area Network and seamlessly integrates with your DMS and DealerCONNECT. Here's what you get:

- Expert installation, training and support
- Increased customer satisfaction
- Increased hours per repair order
- Professional and efficient write-up process
- Built-in vehicle inspection process
- Consistent presentation of vehicle-specific service menus
- Write-ups that integrate directly into your ADP or R&R DMS

In addition, the *Wireless Service Advisor* is offered at special national group pricing exclusively for Chrysler, Jeep® and Dodge dealers, and is eligible for Mopar One fund reimbursement at 50%.

Ask your Mopar Service & Parts DM if the new WSA is right for your dealership, and then schedule a demonstration.

