

TimeHighway's Online Scheduling Solution Helps Immke Honda Drive Up Customer Satisfaction

TimeHighway.com today announced that Immke Honda, the #1 volume Honda dealer in Ohio, substantially increased service department customer satisfaction by reducing the time it takes to schedule a service appointment by over 50 percent and enabling customers to schedule appointments online at their convenience. TimeHighway's real-time, online service appointment scheduling solution was highly instrumental in these changes. The tool increases customer satisfaction and retention, increases service department efficiency and revenue, load balances service bays and increases traffic to dealer websites.

NAPLES, FLA (PRWEB) October 18, 2005 -- TimeHighway.com today announced that Immke Honda, the #1 volume Honda dealer in Ohio, substantially increased service department customer satisfaction by reducing the time it takes to schedule a service appointment by over 50 percent and enabling customers to schedule appointments online at their convenience. TimeHighway's real-time, online service appointment scheduling solution was highly instrumental in these changes. The tool increases customer satisfaction and retention, increases service department efficiency and revenue, load balances service bays and increases traffic to dealer websites.

Immke Honda's service department services over 100 customers a day and on average writes 3500 repair orders each month. With such a high volume of service, Fixed Operations Director, Rick Hanley was looking for a way to free up time for his service advisors so they could spend more time servicing customers. The dealership was using a computerized system to schedule customer appointments as they called in, but it was slow to change from screen to screen; costing service advisors valuable minutes on the phone when they could have been helping other customers.

“TimeHighway appealed to me as it's so fast – 4 times faster than our other system, and very easy for customers to understand and set appointments. With less calls coming in our service advisors have more time for customers. I also like the fact that once the appointment is set online, TimeHighway immediately emails the customer confirming the appointment and later emails a reminder. As the appointments come into the service drive, they are erased off the screen and only the no shows are left. It takes just one simple click on a box to send an email to reschedule them,” said Hanley.

The Dublin, Ohio-based dealership is well known among its customers for placing customer needs first and offering the best and latest in technology and services. When the dealership maxed out its service capacity at 12 bays, the Immke family decided to rebuild and expanded to 26 bays as well as including bells and whistles that other Honda showrooms typically don't have – an area where customers can take delivery of cars sheltered from inclement weather, a children's indoor play area and a café. In January 2004, the Immke family sold the Immke Automotive Group, which includes Honda and Cadillac, to Mr. Chris Lucas, who currently serves as owner/president.

According to Hanley, as Immke Honda has such a focus on customer service and convenience, TimeHighway seemed a good fit for the dealership. “TimeHighway offers the customer the ultimate in convenience – they can schedule an appointment at 2:00 am if they so desire.”

All service appointments at Immke, including those set on the phone, are now channeled through the TimeHighway system, which is fully integrated with the dealership's ADP DMS system. Online appointment



setting is proving popular with customers; after five months of operation, more than 100 online appointments are made each week. Hanley expects this number to further increase as the service is promoted more broadly.

Following many months of research, piloting and technical development, TimeHighway.com will unveil the latest version of its online service appointment scheduling solution at the 2005 SEMA Show, November 1-4 at booth 13144, Las Vegas Convention Center, Las Vegas, Nevada.

About TimeHighway.com:

Long time veteran of the automotive industry, Karen Dillon, joined TimeHighway.com as President in November 2004 after helping to expand her previous company, LeaseLink into the largest provider of leasing data to the dealer and financial industry, with over 4,000 customers. Dillon and her partner sold the company to DealerTrack and she moved on to develop and expand TimeHighway.com.

In the past year, TimeHighway.com has concentrated on product and technology development and system scalability and has emerged as the premier, real-time, online service appointment scheduling tool for dealers.

TimeHighway.com replaces telephone-based scheduling with Internet technology that enhances the effectiveness and customer satisfaction of the dealership.

By scheduling appointments directly through the dealer website, customers make confirmed appointments instantly without call-backs.

TimeHighway.com puts the service department's schedule on the dealership website, making it possible to schedule appointments 24 hours a day, 7 days a week, from anywhere. All appointments are scheduled on the website through TimeHighway.com - both by the dealership and customers. When customers access the dealer website, they select their services, choose from the available time slots and make their appointment. It is simple, effective, and opens a whole new world for the dealership's customer, creating an electronic "link" for communications never before possible.

For more information contact Karen Dillon at office: 239-593-4620, cell: 239-438-5359, visit the website at www.timehighway.com or drop by booth 13144 at the 2005 SEMA Show, November 1-4, Las Vegas Convention Center, Las Vegas, Nevada.

###

Contact Information

Sara Callahan

CARTER-WEST PUBLIC RELATIONS

<http://www.timehighway.com>

949-493-0244