

TimeHighway's Online Scheduling Solution Shifts Service into High Gear at United BMW of Gwinnett

TimeHighway.com today announced that its real-time online scheduling solution has substantially increased Customer Satisfaction at United BMW of Gwinnett, one of the largest volume BMW dealerships in Atlanta, by enabling customers to schedule service appointments online at their convenience. The tool has also helped generate \$17,600 additional monthly service revenue by freeing up service advisors to spend more time with customers.

NAPLES, FL ([PRWeb](#)) June 6, 2005 -- TimeHighway.com today announced that its real-time online scheduling solution has substantially increased Customer Satisfaction at United BMW of Gwinnett, one of the largest volume BMW dealerships in Atlanta, by enabling customers to schedule service appointments online at their convenience. The tool has also helped generate \$17,600 additional monthly service revenue by freeing up service advisors to spend more time with customers.

According to service director Blair Bowman, TimeHighway.com has also improved customer loyalty and even prevented defection to other service shops.

Early one Saturday morning, before the service department was open, a TimeHighway rep was reviewing the United BMW site as part of a regular service check and noted one customer that had scheduled an appointment and made comments in the email indicating extreme dissatisfaction that demanded immediate attention. The comments noted: "Engine overheated after service on 3-3-06. Please pick up and tow vehicle at your expense back to your Service Department." As it was around 7:00 a.m.; before the start of business, TimeHighway quickly alerted the service director on his cell phone and the store was able to contact the customer within just 20 minutes of the email being sent and handle the situation to the customer's complete satisfaction.

"TimeHighway not only saved the customer but saved the day. The customer was delighted. She had not expected to hear back right away. The way I look at it is that TimeHighway covers my customers 24/7 as they are working when I am not," commented Bowman.

United BMW of Gwinnett is well known for being a forward thinking dealership and implementing the latest in technology to ensure a better customer experience. Bowman sits on the South East Regional Dealer Council and the factory regularly uses the dealership to pilot new technology and programs. A high volume dealership, it is close to being maxed out on its service capacity and is currently building an additional 15 service bays.

Bowman notes that TimeHighway has assisted the dealership in solving any service capacity issues by helping to load balance the service bays; "Before TimeHighway, we tried to load in as many appointments as possible, resulting in missed promises. We now better balance the work load and don't load up one advisor with 20 appointments at 7:30 a.m.; all oil changes. Customers are happier as we are able to live up to our promises and have more time to build relationships."

According to TimeHighway.com President, Karen Dillon, reducing the number of inbound and outbound calls allows service advisors to work more closely with their customers on the service drive, resulting in greater service and parts sales and higher customer satisfaction, "NADA statistics show the average phone time for an appointment is 8 minutes. United BMW currently averages 90 appointments made online per month. This frees up 12 hours per month for service advisors to spend with customers."

Bowman agrees; “As a high volume dealership we get an overwhelming amount of phone traffic and are broadly promoting our online appointment booking to help free up time. It has already been extremely profitable for us. Our average RO is \$489. With 3 ROs per hour the 12 hours saved with the 90 appointments booked online has helped generate additional monthly revenue of \$17,604 monthly, \$211,248 annually.”

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, or visit www.TimeHighway.com.

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