



Jessica Rudnicki
GoMoto
One Reynolds Way
Dayton, OH 45430

Dear Jessica,

Before we installed GoMoto kiosks, our customer check-in process was a mess. Greeters and advisors used walkie talkies to communicate back and forth. When a customer pulled into the service drive, the greeter got their appointment information and called it out to the advisor over the walkie talkie. It was aired live for everyone to hear.

The most irritating thing for me was hearing if there was a car sitting there for longer than five minutes without assistance because that information was also communicated loudly over the walkie talkie. This process definitely reflected poorly on our customer surveys. Some of the complaints would say, "I sat there ten minutes waiting for someone to help me," or, "It took them forever to get out to my car." We were dealing with these kinds of problems on a daily basis.

We're all in on GoMoto; it's a night and day difference from our old check-in process to now. **My service drive never backs up with the GoMoto kiosks.** It's constantly moving, even during the morning rush. If I have 20-25 cars lined up, we can get them all checked in and out in under fifteen minutes. The days of customers complaining that they have to stand there and wait for someone to help them are long gone.

We have a full-time concierge who spearheads the check-in process. When a customer comes in, she takes them to the kiosk and walks them through the process. She's paid like a service advisor, so when the specials pop up and a customer chooses one, she gets paid on those upsells.

The best part of the kiosks is they present upsells 100% of the time. They don't call in sick, they don't come in late, and they don't pre-judge a person or assume they won't buy. They tell the customer exactly what is needed based on mileage, and our dealership is seeing the benefits of that.

We're up \$17-\$18 on average for customer pay ROs and in the first six months we had the kiosks, we averaged \$65,000-\$70,000 in total sales. Despite service traffic being down, our gross per RO is up. I attribute that directly to GoMoto – it's incredible.

We saw a return on investment in just five weeks and decided to launch GoMoto in our other two stores. Our group realizes we have to change the way we do business. This is the future of our industry. This is what customers prefer. **If you don't adapt and embrace this kind of technology, you're going to get left behind.**

Sincerely,

A handwritten signature in black ink that reads "Ken Mauldin". The signature is fluid and cursive, with the first name "Ken" being larger and more prominent than the last name "Mauldin".

Ken Mauldin, Fixed Operations Director
South Toyota, TX