



Dave Bates, Chief Customer Ambassador
Reynolds and Reynolds
One Reynolds Way
Dayton, OH 45430

Dear Dave,

When we decided to put GoMoto in our service drive, I'll be honest, I was totally against it. I didn't want kiosks in our drive because I thought they would take work away from the advisors. How wrong I was... **In retrospect, I wish we would have gotten them sooner.**

Before GoMoto, every customer waited at least 15 minutes to get checked in for service; sometimes as long as 30 minutes if we were really busy. With the kiosks, it takes a customer two minutes to check in, and it doesn't take up any of my advisors' time. They're freed up to look at other service records and recommendations, get pricing, and upsell.

When we realized we could make more money using GoMoto kiosks, everyone was one hundred percent bought in.

We've gone from a good month being \$150,000 in gross profit to \$300,000 a month in gross profit. Our monthly gross has *doubled* with GoMoto kiosks.

Imagine someone coming to you and saying, "We're going to double your paycheck next month." That's what has happened as a result of having the kiosks in our drive. We're setting new revenue records and are on track to do even more next month. It's been incredible.

Our CSI is also the highest it's ever been. I constantly get comments from customers saying they enjoyed their service experience and love having the option to use a kiosk. You see them all the time now; in fast food restaurants and airports. Most of our customers drive into our service lane, walk right up to the kiosk, put in their information, and go on their way. It's that simple.

Not only has GoMoto reduced customer wait time, it's eliminated all the wasted time advisors spent having personal conversations with customers instead of upselling. Very rarely do we have customers waiting around or sitting at an advisor's desk anymore. **We're making more money because the advisors have more time and can focus on the tasks that make us the most profitable.**

I can't say this enough; I wish we would have installed GoMoto so much sooner than we did. If you don't have these kiosks in your service drive, you're losing revenue. Period.

Sincerely,

A handwritten signature in black ink that reads "Fred Hayes". The signature is written in a cursive, flowing style.

Fred Hayes, Service Manager
Temecula Valley Buick GMC, CA