



Jessica Rudnicki
Reynolds and Reynolds
One Reynolds Way
Dayton, OH 45430

Dear Jessica,

Before we installed the GoMoto check-in kiosks at our Toyota store, it was pretty standard to have twelve writers working in the service drive every day. As a high-volume service department with this many employees, we experienced problems and inconsistencies such as service writers not greeting every customer, customers waiting upwards of ten minutes to be checked in, and service menus not being presented every time.

I started looking into different tools to help streamline the service check-in process. After reaching out to several companies, we decided to partner with GoMoto. **I could tell from the very beginning their support and customer service far surpassed the other providers.** They were easy to get in touch with, proactive in addressing our concerns, and the product itself is extremely user-friendly.

After we installed the GoMoto kiosks, we established a new process directing customers to the stations to check-in. We always have a service writer on standby if someone needs help, but almost every single customer is able to navigate the system without instructions. We rarely have someone come up to ask a question; they're just so easy to use.

The kiosks have significantly reduced the amount of time it takes a customer to check-in. There's no waiting around anymore. They just drop off their car, type their information into GoMoto, and move on with their day. It takes less than two minutes to get them checked in and out.

I've also been able to reduce the number of service writers I have working every day from twelve to seven because the GoMoto kiosks take care of the check-in process entirely. Now the service writers can spend more quality time with each customer, handle more repair orders, and focus on upselling.

In addition to streamlining the check-in process, the kiosks also help maximize upsells. Upon checking in, each customer is presented with a menu of specials we're running, like wipers, air filter replacements, a tire alignment, wheel balance, or a premium car wash. **We've seen an increase in our premium car wash service of 38%! And, our overall gross profit in service has increased dramatically.**

There's honestly no downside to GoMoto. When you see kiosks everywhere, it says a lot about the way people want to do business today and the direction we should be going as an industry. **The world is changing and if this isn't something you've added to your dealership, you are going to fall behind.**

Sincerely,

A handwritten signature in black ink that reads 'Thomas Morin'. The signature is written in a cursive, flowing style.

Thomas Morin, Director of Fixed Operations
Toyota of Morristown, NJ