



AUTHORISED DEALER



**Providing Excellence
in Motoring since 1917**
Bayford Group Pty Ltd ACN 007 414 593
ABN 22 007 414 593
LMCT 8128

Mr Steve Kloss
CEO
Reynolds & Reynolds
547 Blackburn Road
MT WAVERLEY VIC 3147

Dear Steve

Re: Service Optimisation

It's not often that I am empowered to write and congratulate you on your initiatives but after experiencing the implementation of Service Optimisation at 5 of our 6 Service Locations we are extremely pleased with the results.

Service Optimisation has resulted in us reviewing all of our processes and how ERA relates to these, resulting in fine tuning of the system to best meet our needs. Every aspect of the Service Module has been customised to our requirements and we are already more than pleased with the instant improvements. As an added benefit we also received some advice and suggestions on how we can improve our results from forecasting, which we are in the process of implementing.

The Service Advisor training was extremely beneficial and well received by our staff – their enthusiasm and appreciation for the product has increased with many of the standard features and shortcuts being demonstrated and explained. We are expecting this to lead to an increase in advisor performance and now have the ability to monitor this.

A key aspect of Service Optimisation was the up-sell codes that have been created and installed. We thought we already had good processes in place for our advisors to identify and sell additional services to our customers however your process has now automated this and ensures we do not miss an opportunity. We also have the added protection of not trying to sell the same operation to a customer that they may of had done last visit until it is next required, this gives us credibility and ensures we are more professional in our approach to selling.

I believe a key factor to the success of Service Optimisation, is the industry knowledge the team has. Rather than being IT people they were experienced Service Managers that had an excellent knowledge and understanding of the ERA system.



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We are still to complete the full process at our final location (City Peugeot) but the initial indications are showing our investment will be recouped shortly through increased sales per Repair Order and improvements in ERA utilisation.

Thank you to Reynolds & Reynolds for identifying the need for this product and for bringing it to our organisation. I look forward to our continuing partnership in the future.

Yours faithfully

Bayford Group
Brett Robinson
General Service Manager



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