

AUGUST 2025

MOBILE *magazine*

Mobile Service "VS" Pick-Up & Delivery

Plus
SMASHING
the Archaic
Van Upfitter Model

NEXT > LEVEL®

America's MOBILE SERVICE Authority™

This publication is FULLY dedicated to the advancement of
Remote Service Options:
Mobile Service and Pick-Up and Delivery



BONUS!

Operational Best Practices From
Fixed Ops Guru
CHARLIE WATERS



LETTER FROM THE EDITOR

“VS”

This month's feature article compares and contrasts popular remote service options Mobile Service “VS” Pick-Up and Delivery. The “VS” is tongue-in-cheek, of course, as I am big advocate of BOTH. My inspiration to write this article came from many remote service conversations with Dealers and OEMs. There seems to be a prevailing sentiment that you are either “Team Mobile” or “Team PDEL” and you must choose one. I have seen this mindset cause otherwise very intelligent people to block out and disregard the virtues of the other choice.



Here are a few NEXT>LEVEL facts: BOTH choices are great for brand loyalty, service loyalty, and our collective long-term success. Secondly, the best option is to offer BOTH. SEAMLESSLY. Because you can NEVER have too many service delivery options for your guests. Thirdly, drop your bias and look at both options without prejudice. They both have some excellent benefits. **Lastly, choose and COMMIT to success with at least one. Otherwise, you're getting left in the dust.**

If you are struggling to figure out this puzzle, we can help. With over 400 Remote Service Dealer training events under our belts, we are well equipped to get you jump started or take you NEXT>LEVEL.

Cheers,



FOUNDER, MOBILE NEXT>LEVEL

john@mobilenextlevel.com | 727 . 239 . 8920

OUR DEALERS

6 of the TOP 20 Volume Mobile Service Dealers in the U.S. chose GEO>TECH by NEXT>LEVEL as their Mobile Service Appointment Scheduler. **Each of these Dealers AVERAGE over 1,000 Remote Service Repair orders per month.**

> | WWW.MOBILENEXTLEVEL.COM | 727 . 239 . 8920

“Mobile Service won't
MAKE you rich
overnight...
It will KEEP you rich
for a lifetime.”

-JS



COMING SOON:
Our New Podcast -
“Remote Service
Rundown”

Sponsors and Guests
are invited to inquire!

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SOME THINK
OUTSIDE
OF THE BOX



SOME
SMASH
THE BOX



WE NEVER
HAD A BOX

THAT'S NEXT>LEVEL

NEXT>LEVEL BY THE NUMBERS

1

AND ONLY Automotive Consulting
Agency dedicated *exclusively*
to Remote Services

1

AND ONLY Consultant “behind the
curtain” as a Dealer Performance Coach,
Workshop Facilitator, and Program
Content Provider to the two
largest OEM Mobile Service
Programs in America

7

OEM Brands served by
NEXT>LEVEL as Mobile
Service Subject Matter Expert

400+

Number of Mobile Service
Dealer Training Events and
Workshops delivered since 2020

1

PET INSURANCE 1982

INITIAL PUBLIC RESPONSE

"Look...I love my doggy as much as the next guy. But, pet insurance? RIDICULOUS! Next thing you know, we will have doggy spa days...er wait, that's already a thing, too? SMH!"

1982: Veterinary Pet Insurance (VPI), now known as Nationwide, issued the first pet insurance policy in the U.S. to the TV dog "Lassie".



SINCE THEN

The pet insurance market size is projected to reach \$68.91 billion by 2032, growing at an annual rate of 18.13% over the forecast period of 2024-2032.

3

REALITY TV 2005



INITIAL PUBLIC RESPONSE

"OMG don't any of these DUMB people have jobs? They sit around crying over people they just met, so completely detached from REAL-reality. And, we are even dumber for tuning in! SERIOUSLY, WHY?"

"The Real World", which premiered in 1992, is often cited as a key moment in the development of modern reality TV.

SINCE THEN

Approximately 4 out of every 5 adults in the U.S. who watch TV also watch reality TV shows. This means roughly 80% of TV-watching adults in the U.S. are reality TV viewers.

4

HOME-SHARING VACATION RENTALS 2007



INITIAL PUBLIC RESPONSE

"This sounds a LOT like 'Goldilocks and the 3 Bears ... and we ALL know how that turned out. HORRIBLE idea! Good luck finding hosts to let **Stranger Dangers** stay in their home!"

SINCE THEN

- Over 4 million global hosts worldwide
- The average U.S. Airbnb host earned \$44,235 in 2023
- Since its inception, Airbnb hosts have collectively earned over \$200 billion

2

DOORDASH 2013



INITIAL PUBLIC RESPONSE

"C'Mon, Man! \$18 for a Happy Meal delivered to your dorm at 3am? Seriously, how lazy and wasteful can you be?"

SINCE THEN

This brain child of Stanford students has become a GO-TO for busy parents, students, business travelers & lazy teenagers!

In the 4th quarter of 2024, DoorDash and Uber Eats combined for \$41.4 BILLION in orders.

YET **ANOTHER** 5 DUMBEST IDEAS EVERRRR

5

MOBILE SERVICE



INITIAL PUBLIC RESPONSE

"Dumbest idea ever. I can't make any money in my shop on oil changes and recalls as it is. Why would I spend \$150K on a van to change oil in my customer's driveway? There is NO way this can make money, none of my customers are asking for it, and what about oil spills?"

SINCE THEN

Dealers are realizing a substantial increase in parts and labor sales, capacity, throughput, CSI, commercial fleet business, recall penetration, and maintenance retention. Additionally, they have slashed loaner expenses and shop carryovers. For the most advanced Dealers, Mobile Service repair orders account for as much as 30% of their total RO count. The sky is the limit!

**YOUR NEXT DUMB IDEA IS AT
WWW.MOBILENEXTLEVEL.COM**

GAME CHANGING TECH >

MOBILE APPOINTMENT SCHEDULING TOOLS

ROUTEWIZARD™

The Route Wizard is our most economical Mobile Service scheduler. It divides your service market into geo-zones, sets up available service days, times, and mobile unit assignments. By entering a customer's address, it suggests correct days, times, and units every time. Using APPOINTMENT CLUSTERING TECHNOLOGY, it reduces driving time and miles by 25-32%.

Works with any DMS and requires no training!

GEO>TECH®

MOBILE SERVICE APPOINTMENT SCHEDULER BY NEXT LEVEL

GEO>TECH is our full-suite Mobile Service scheduler with the key features listed below

Appointment Clustering

ETA Calculation

Route Optimization

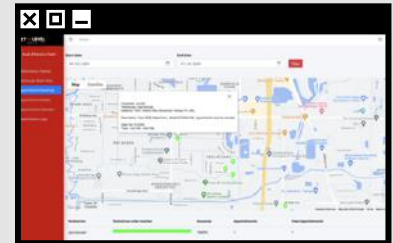
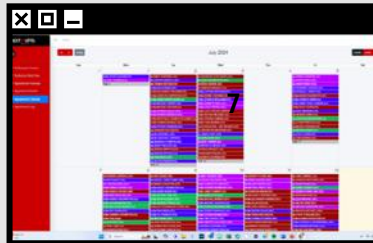
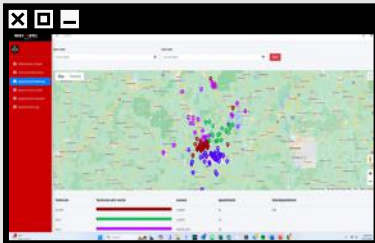
Appointment Limiters

Automatic Tech Dispatch

Appointment Heatmap

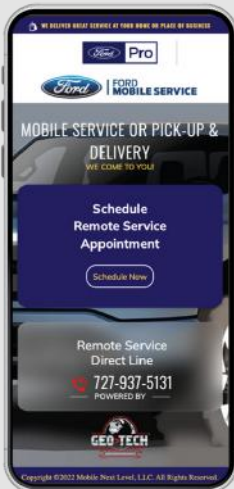
Appointment Calendar

Technician Locator



Customizable User Interface

Tech Mobile App



- Unique URL for each Dealer
- Semi-Customizable Landing page and colors for each Dealer
- Customer-facing QR promo code or click through from Dealer's Website
- Internal Scheduling Tool for Dealer MS Coordinators or Third-Party BDC
- Access from PC tablet or smartphone
- Remote Service Dual Interface: Schedule Mobile AND PDEL from the same portal
- Super intuitive process with MINIMAL training required to set the PERFECT Mobile Service appointment EVERY TIME

MOBILE SERVICE “VS”...

Why it's NOT a Zero-Sum Game.

When it comes to remote service offerings, the automotive industry is experiencing a quiet civil war. On one side, the Mobile Service advocates see techs in branded vans handling light maintenance and recalls directly in customers' driveways. On the other, the Pick-Up and Delivery (PDEL) champions believe the most efficient route is collecting customer vehicles and returning them serviced and washed with no need to clutter the service drive.

The tension between these two “remote service camps” has created unnecessary polarization among some OEMs and Dealers, as if embracing one requires dismissing the other.



The Bias Dilemma

In many stores, if you're “pro-mobile,” you're assumed to be “anti-PDEL.” Some OEM field teams push one path hard while remaining skeptical of the other and some Dealer operators, in an effort to focus, double down on one channel while letting the other languish. The issue deepens when internal Dealer structures pit these services against each other. Many Dealers appoint one manager to build Mobile Service while another person is responsible for PDEL, each with separate (sometimes conflicting) compensation structures. When these leaders are incentivized to win in their lane at the expense of the other, silos form, collaboration dies, and customers receive fragmented, inconsistent experiences.

The real priority is that Dealers and OEMs must embrace SOME form of remote service to remain relevant. Either Mobile Service or PDEL represents a quantum leap into the modern customer experience compared to traditional service drive bottlenecks.

In a world where consumers can have groceries, prescriptions, and even furniture delivered on-demand, forcing customers to spend half a day in a service lounge for routine maintenance or recalls is a losing proposition. The customer doesn't care which remote service strategy a dealer prefers; they care about flexibility, convenience, and time savings.

...PICK-UP AND DELIVERY

by John Schmidt

The Power of AND



Forward-thinking OEMs and Dealers will not treat Mobile Service and Pick-Up and Delivery as competitors, but as complementary tools in a seamless ecosystem:

- **Mobile Service** is ideal for light maintenance, recall closures, and minor repairs where the vehicle's location does not limit technician capabilities
- **Pick-Up and Delivery** is perfect for heavier maintenance, diagnostic work, or repairs requiring specialized shop equipment, while still providing a frictionless customer experience

Together, they allow a dealer to say "yes" to a broader range of customer needs, creating an omni-channel service approach that adapts to a customer's lifestyle, rather than forcing the customer to adapt to the store.

A Call to Leadership

Dealers and OEMs need to align incentives, eliminate internal rivalries, and measure success by **total** remote service penetration, not by which internal champion "wins." **The customer is the only one who should win.**

It's time to break the zero-sum mentality and realize that the real competitor isn't the other remote service strategy—it's the inconvenience of inaction. As the automotive industry navigates shifting consumer expectations, those who embrace both Mobile Service and Pick-Up and Delivery, delivered cohesively, will be the ones driving customer satisfaction, retention, and lifetime loyalty to new heights.

A MUST HAVE FOR YOUR LEADERSHIP LIBRARY



Charlie Waters has had a 50-year career in fixed ops.



Charlie offers a comprehensive guide on managing automotive service departments, combining decades of industry experience with insights into team leadership, customer satisfaction, and profitability. It encourages managers to cultivate a positive workplace, navigate daily challenges with strategic planning, and leverage the potential of their teams and time. Emphasizing adaptability and continuous improvement, this reflective work urges readers to be pioneers, fostering growth, efficiency, and a service renaissance in the automobile industry.

Buy now on



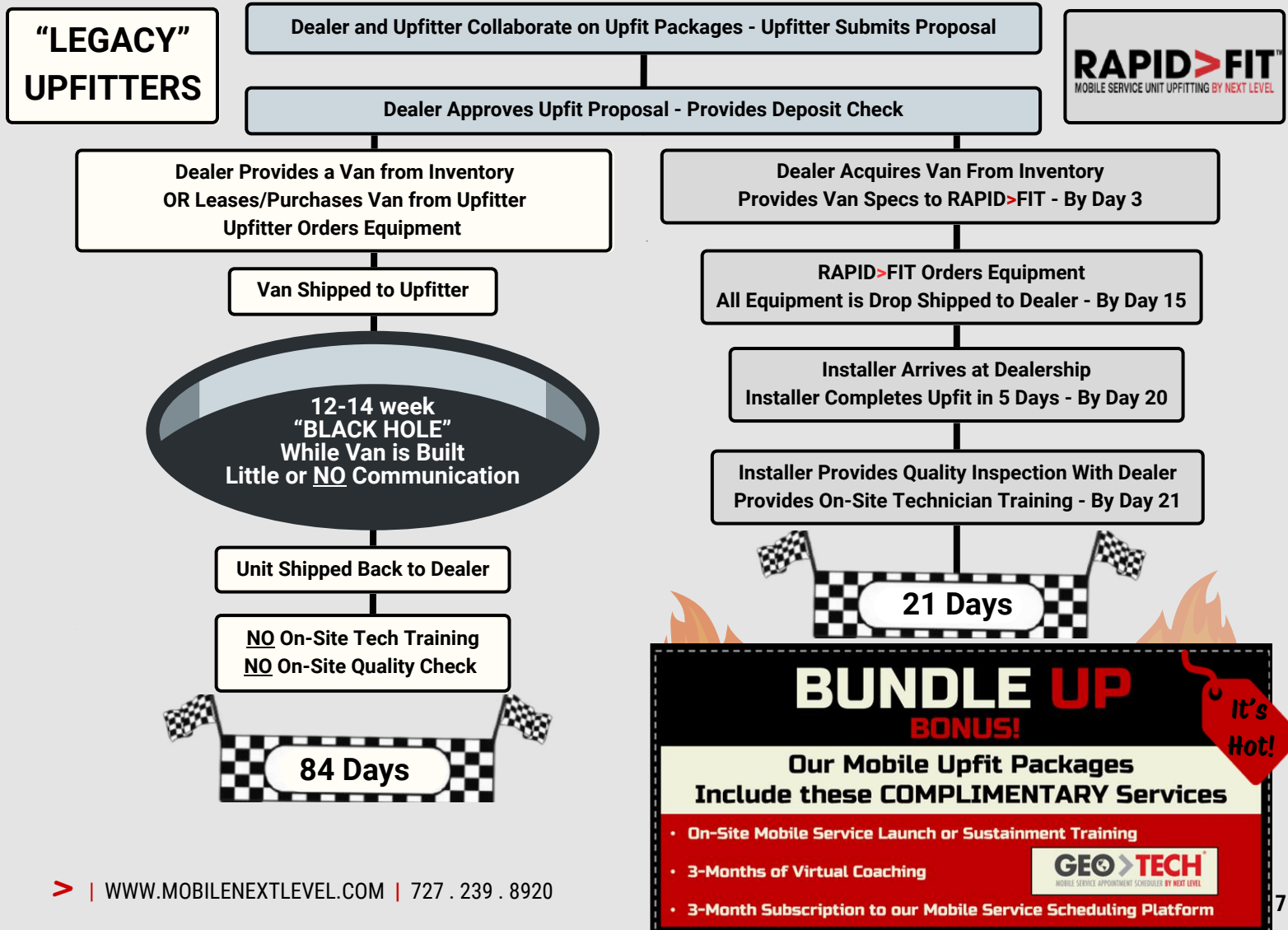
WE SMASHED THE ARCHAIC MOBILE VAN UPFIT BUSINESS MODEL...AND HERE'S WHY



LEGACY UPFITTERS: Their business model is broken...in EVERY way: price, quality, and build time. With the surge in consumer demand of home-delivered products and services, Upfitters are enjoying boom times - building food trucks, refrigerated grocery delivery units, and large multi-unit orders for national aftermarket tire chains. Good for the Upfitter - **BAD for Dealers.** Why? Because Dealers with 1-2 unit orders are being pushed aside for larger orders. Additionally, Dealers are receiving unfavorable pricing and completion times consistently from 12 to 14 weeks.

RAPID>FIT: In contrast, RAPID>FIT is a boutique Upfitter. We **ONLY** build Mobile Service units and **ONLY FOR DEALERS.** Further, we are the only Upfitter in the USA building Mobile Units **ON-SITE AT THE DEALERSHIP.** Our model enables us to build Mobile units better, more economically, and **FASTER** (on average, 21 days - see flowchart below) than anyone - bar none. Additionally, by building on-site, this allows us to deliver a full quality inspection with the Dealer and also provide hands-on training for the Mobile Technicians. **Good for us. GOOD FOR DEALERS.**

See below to learn more about our process *and* our kickstart bundle deal!



SPOTLIGHT ON >>> COREY HUDSON

**Meticulous Craftsman | Commercial Artist
Fabricator | Surf Trophy Maker | Innovator
Perfectionist | Creative Genius
ROCKSTAR RAPID>FIT Mobile Van Upfitter**

CLIENT ACCOLADES

"Corey Hudson with the RAPID>FIT Mobile Team ROCKED it out with our new BMW Mobile Service Van at BMW of Louisville. Much thanks to John Schmidt, Corey, and all the people involved in this build!"

*-John Frazier, Fixed Operations Director
- BMW of Louisville*

"It's amazing it can be done that fast. 7 days ago, I had that van packed taking my kids to college. Corey has mad skills, and he is a huge asset to the RAPID>FIT team."

*-John Madison, Fixed Operations
Director - Dick Dyer Mercedes-Benz*



**We are more than blessed to have such an amazing partner
as Corey Hudson, our Chief Mobile Upfit Installer.**

**Our Dealer clients are THRILLED by Corey's attention to
detail, collaborative nature, and problem solving skills.**

Last year Corey built 21 vans for RAPID>FIT.

EVERY Dealer was 100% satisfied.

In fact, most wanted to hire him!



GET CONTROL OF YOUR TIME

Using Structured and Operational Management Techniques

by Charlie Waters

Many, or most, Service Managers arrive to work, each day, with very good intentions. And then, a half a cup of coffee into the day, the games begin...customer concern...can't fix this car...Jimmy calls in sick...Billy gives notice... Suddenly it's 6:00 - "I'll do those things tomorrow...Good night team!" Sound familiar? So, what do we do about it?

1. Start the process by getting out your legal pad and make a list of everything that occupies your time. The biggest mistake that you can make is to believe there is nothing that can be done to improve this situation.
2. Next, determine how many of these items could be eliminated by creating a new operating process. Create a "to do" list and line through the items in your original list that this new process will reduce or eliminate the time consumption.
3. **MOST IMPORTANT STEP...**As you search for and weigh out potential solutions, you should consider these two management techniques:

- Structured Operating Technique
- Operational Operating Technique

A Structured Operating Technique is a process that is designed, created (**written**) and implemented, and should cause a predictable outcome. An example might be a job description. When properly designed, prepared and implemented, the employee should perform their job with relative success. We refer to the structured technique as the "Pendulum". Much like a fine pendulum clock, the pendulum will swing for very long periods of time. But, due to the small amount of friction at the pivot points and the resistance of air, the pendulum will eventually stop. That is, unless it is nudged from time to time.

An Operational Operating Technique requires hands-on management to maintain integrity. If we hire a new employee and let them go to work without any formal direction, then we either have to constantly watch and correct them or accept them to "create" their own job description. Or, when we implement a new policy, we must have ways to evaluate and manage compliance. We refer to the operational technique as the "Juggler". Much like the circus juggler, the operational technique causes the manager to have multiple balls in the air, at once. Because of the constant awareness needed to operate this technique.

Implementing a new process without putting it in writing. If it is a verbal implementation, you are leaving it up to each individual to interpret the process, which is dangerous.

A former mentor of mine had a favorite saying: "If it ain't in writing, it never happened." If it is not in writing, it is merely a suggestion. Implementing a new process without considering what management actions will have to be implemented to assure that the new process is adhered to. Rarely does a new process work for any long period without having some level of management intervention.

I cannot tell you the number of times that technicians have told me: "We've tried that before, and it worked well for a while, but it didn't last." The Operational Review philosophy must be applied to every process that you implement, otherwise, you're wasting your time! As a manager, your task is to develop policies, processes, and procedures that your department operates by. And a separate set of Operational Techniques that you operate by. While applying these principles to as many activities as possible in your service department is proven to reduce the amount of time that the manager is involved in non-essential tasks, we must remember that:

"Any system left to manage itself will be in a constant state of decline."

MOBILE U >

THE ULTIMATE **MOBILE** EDUCATIONAL PROGRAM

VIRTUAL CERTIFICATION COURSES

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP

> **MOST AFFORDABLE & SUSTAINABLE**



COURSE FEATURES:

- Bi-Weekly 30-60 minutes
- Recorded Material & Live Instructor
- Certification Post-Test
- Individual Dealer or Mixed Group

20 VIRTUAL COURSE CURRICULUM:

- Financials: Profitability calculations, KPI's, and forecasting
- Max-Efficiency scheduling and routing
- Business Development: Commercial Fleet, DMS, Recall and Maintenance
- Recruiting, Compensation, and Retention
- Process Development: All steps
- Mobile Friendly Menu Development
- MPI and Additional Sales: Process and Strategy
- Seamless Mobile Service / Pick-up & Delivery
- Recall Harvesting
- Elite Dealer Best Practices

ON-SITE & REMOTE TRAINING

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



> **IMMERSIVE & TRANSFORMATIVE**

> **FREQUENCY & ACCOUNTABILITY = SUSTAINABILITY**

BEST FOR:

- Initial Program Launches
- Program Reboots
- Leadership Changes
- Mobile Service Team New Hires
- Mobile Unit Vehicle Discovery

WHAT WE DO:

- Establish Forecast
- Identify KPI's
- Build Business Plan "The Journey"
- Create Action Plan
- Implement Best Practices
- Month-to-Date Performance Tracking
- Ongoing Accountability for Action Items



INTRODUCING THE NEXT ITERATION OF OUR MOBILE TECHNICIAN APP >



FEATURES

- ACT Appointment Clustering Technology
- Automatic Dispatch to Technician
- Best Route Optimization
- Robust Mapping
- 5 Auto-Responder SMS/Email Touchpoints
- ETA Updates Sent to Customer/Dealer
- Meet Your Technician Profile Page
- Click-to-Call or Email from App
- Mandatory 6-photo check-in
- Live Technician Locator
- Video & Photo MPI
- Finger Sign

**NOW WITH A GREAT
NEW DESIGN &
MORE
HORSE POWER**

**LEARN MORE ON
OUR YOUTUBE
CHANNEL**

@MobileNextLevel

