

VOLUME 2, ISSUE 1

MOBILE

magazine

14 HIDDEN PROFITS IN MOBILE SERVICE

ALSO IN THIS ISSUE:

ANOTHER 5 DUMBEST IDEAS EVERRR

- Max-Efficiency Scheduling
- Sustainable Training
- Mobile Unit Upfitting
- Clean Oil Change

**BONUS
CONTENT!**

**NEXT >
LEVEL**

America's Mobile
Service Authority

LEARN HOW TO SELL LIFTED
TRUCKS **PROFITABLY!** **PAGE 8**





LETTER FROM THE EDITOR

Is your Mobile Service ***IN MOTION*** or are you just checking a box?



Henry Ford once famously said "Whether you think you can or you think you can't, you're right." During my 5+ years dedicated exclusively to Mobile Service, I have seen the awesome power of mindset. I have seen small Dealers in tiny markets and no advantages rise to meet the Mobile Service challenge and become fire-breathing dragons. I have also seen large-volume Dealers with dense, rich PMAs and every other advantage complain that Mobile Service doesn't work for them. Hmmmm...

Quick case-in-point. In January 2022, after 2 years on the Ford Mobile Service Team, I launched my own company. I developed advanced, sustainable training and the first Mobile Service appointment scheduler for Dealers. My first target was a very large Dealer I had coached while I was on the Ford Team. They were getting their Mobile Service clock cleaned by a smaller Dealer in their market. I was SO excited to help this Dealer move the needle, knowing that my Mobile Scheduler and some advanced training would do the trick.

So, I called on the FOD and pitched my solution. He listened intently then politely told me, "We don't need any help". His numbers told a different story. On the way out, I noticed one of their mobile vans sitting out front with weeds growing through the wheel, near a highway that sees 100,000 cars a day.

I snapped this pic (see left) and chuckled as I got in my car.

"Having a van" doesn't make you a Mobile Service Dealer - doing Mobile Service business DOES. If you are struggling to figure out this puzzle, we can help. With over 400 Mobile 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.**

"WHETHER YOU
THINK YOU CAN OR
YOU THINK YOU
CAN'T, YOU'RE RIGHT."

- HENRY FORD

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OUR MOBILE
TECHNICIAN APP



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 Mobile Service

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

CAR (CELL) PHONES 1984

INITIAL PUBLIC RESPONSE

"WAITT ... you're telling me you paid \$4,100 for your car phone **and** the service costs \$40 a month **plus** \$.50 per minute? You ARE joking, right? Your car phone payment is more than my car payment! You DO know there is a pay phone on every corner and you can make a call for \$.10!"

SINCE THEN

As of February 2024, there were almost 8.9 BILLION mobile phone subscriptions worldwide, which is more than the world's population. Cell phones have become the most used technology on the planet.



2

EMAIL 1993



INITIAL PUBLIC RESPONSE

"Why would I spend THOUSANDS on a computer and \$30 a month for AOL just to send someone a message? I have a perfectly good FAX machine sitting right here ... AND it's PAID FOR!"

SINCE THEN

Email has become a basic and necessary part of many processes in business, commerce, government, education, entertainment, and other spheres of daily life in most countries.

**EVERY MINUTE, 149,513 EMAILS
ARE SENT GLOBALLY, TOTALING
347.3 BILLION IN 2023**

3

YOUTUBE 2005



INITIAL PUBLIC RESPONSE

"SERIOUSLY, WHY? Nobody has time to watch dumb videos all day. I have a big TV and a ZILLION cable channels to choose from. Why would I want to watch a low-grade, homegrown cat video from some yokel in Des Moines?"

SINCE THEN

As of February 2017, there were more than 400 hours of content uploaded to YouTube every MINUTE and one BILLION hours of content being watched on YouTube every day.

**AS OF OCTOBER 2020, YOUTUBE
IS THE SECOND MOST POPULAR
WEBSITE IN THE WORLD BEHIND
GOOGLE**

4

THE PERSONAL COMPUTER 1991 (WINDOWS ERA)

INITIAL PUBLIC RESPONSE

"I don't even know what I would use this for. I have a typewriter and a calculator. If I want to play games, I will go to the arcade."



SINCE THEN

As of 2021, 92% of all U.S. households have a personal computer. Each year, between 250 and 350 MILLION personal computers are sold worldwide.

ANOTHER 5 DUMBEST IDEAS EVERRR

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**

WHY IS MY VAN UPFIT TAKING SO LONG?

Dealers are routinely told "12-16 weeks" for a Mobile unit upfit. Often, actual time is longer. So ... why IS that? There are two main reasons: First, these are boom times for Upfitters. The whole world has gone to home delivery. Upfitters are major recipients of this windfall. They can afford to make customers wait. Secondly, Dealer's Mobile Service Units are a modest portion of their business. They also build trucks for many other big businesses such as Amazon, Kroger and large aftermarket tire & auto service providers. Think about it ... if you have a 50-unit order from a national tire chain or a 1-2 unit order for a Dealer, who is getting priority? At Rapid>Fit we are in the DEALER business. We build ONLY Dealer Mobile Service Units. We sell to sell again. A positive upfit experience turns into future coaching or software business. That's why we have a 30-day standard for order to completion. Our Dealers are TOP PRIORITY. THAT's Next>Level.



MEET YOUR **ONE STOP UPFIT SHOP**

SUPPORT

We will guide you through the process from enrollment to approval to subsidy (if applicable)

SIMPLICITY

We are your ONE source for the design, equipment, tools and installation. We handle it ALL for you!

SAVINGS

Priced THOUSANDS less than industry standard packages

SPEED

Our average order-to-build completion time is 30 days or LESS!

SUPERIOR

The quality of AGA equipment and our fit and finish is second to NONE

INNOVATION

Our field experience brings you the very latest innovations for improving EV range, ICE MPG, safety and Technician efficiency. **We also offer the Tire/Oil Change Combo Van!**

FLEXIBILITY

We are the ONLY upfitter offering the choice of ON-SITE installation at YOUR DEALERSHIP or installation center



PROUD PARTNER OF

AGA Tools
& PRODUCTS
MADE IN USA 

**READ ABOUT OUR
'CLEAN OIL CHANGE'
ON PAGE 10**

14 HIDDEN MOBILE SERVICE PROFITS

The auto industry is no stranger to disruption. But few shifts have been as quietly transformative (and underappreciated) as the rise of Mobile Service. While many Dealers see it as a customer convenience or necessary evil, Mobile Service is proving to be a powerhouse for operational efficiency and profitability in the parts and service departments. Here's a deep dive into 14 "hidden" (or little known) profit opportunities and collateral benefits Mobile Service delivers. Many of the benefits often remain overlooked by even the most seasoned dealership operators.

Improved Shop Throughput: "Addition by Subtraction"

In the service lane, time is money. Mobile Service absorbs lower-skill, high-frequency jobs - like oil changes, tire rotations and recalls - that often clog shop bays. By removing these tasks from the main shop workflow, skilled Technicians can focus on complex, high-margin repairs without interruption. The result? A lift in shop productivity, throughput, and overall profitability.

Increased Maintenance Loyalty:

Retention is the name of the game. Historically, maintenance loyalty plummets as vehicles age. However, Mobile Service is changing that. Recent data shows that 37% of Mobile Service ROs come from customers inactive for 24+ months. Better yet, over 90% of customers dormant for 18+ months accept a Mobile Service appointment when asked. This reactivation is critical, especially as OEMs tie major bonuses to service loyalty metrics.

Bird Dog Opportunities:

Contrary to fears, Mobile Service isn't "robbing Peter to pay Paul." It's generating business, not shifting it. Mobile Techs can identify larger issues during service visits, teeing up brick-and-mortar shops for follow-up work. With seamless integration of pick-up, delivery, and loaner deployment, it becomes a value chain not a value siphon.

Boost in CSI and NPS:

Mobile Service doesn't just move the needle - it shoves it. Dealers regularly report a 10-point increase in CSI and NPS scores. Considering how tightly OEM incentive programs are linked to CSI, this uplift translates into tangible financial gain, not to mention long-term customer goodwill.

Commercial Fleet Conquest and Retention:

For commercial clients, uptime is everything. Mobile Service offers unmatched flexibility and responsiveness that traditional shops cannot. Dealers with Mobile offerings are winning fleet accounts hand-over-fist, while those without are watching them disappear.

Rolling Billboard Advertising:

A branded Mobile Service van is more than a repair unit - it's a moving advertisement. Traditional mobile truck advertising can cost \$1,500-\$2,000/month. A Mobile Service van accomplishes the same (and more!) every time it hits the road in your PMA.

Reduction in Aged SOPs:

Every dealership has a graveyard of special-order parts. Getting customers back in for installation, especially for non-critical items, is an uphill battle. Mobile Service eliminates this problem by taking the part to the customer, shrinking SOP aging and slashing restocking fees.



...FEATURE ARTICLE

Unlocking the "BIG 3" Missed Opportunities:

Mobile Service creates space and bandwidth for tapping into three neglected goldmines: connected vehicle data, missed appointments, and unused pre-paid maintenance. These streams often go untapped in traditional shops due to bandwidth and shop constraints. Mobile Service unlocks these streams without disruption!

Maximized Recall Penetration:

Customers rarely prioritize recalls unless there's a safety concern. But with Mobile Service, recall completion rates soar. These jobs may be routine, but they deliver "full-sticker" labor and meet crucial OEM/NHTSA targets for recall penetration.

Loaner Expense Relief:

Loaner availability is a hidden bottleneck. When customers delay service because there is no car available, it opens the door for defection to competitors. Mobile Service sidesteps this entirely and delivers quality service without consuming the loaner fleet or its hefty operating costs!

Reduced Reliance on Pick-Up and Delivery:

Pick-up and delivery services are customer favorites, but they're logistically intense and costly. Mobile Service accomplishes the same goal with fewer steps, fewer people, and far less potential for service hiccups. It's efficient, scalable, and more cost effective.

Cost-Effective Capacity Expansion:

A fully outfitted Mobile Service van costs \$150K investment which dwarfs by the cost of adding a new brick and mortar service bay, particularly in land-locked dealerships. Mobile Service offers a flexible, scalable way to expand capacity without construction, permitting, or business disruption.

Increased Parts and Labor Sales:

This is NOT a zero-sum game. Mobile Service drives increased sales by reactivating dormant customers and capturing neglected maintenance. The result is real growth and NOT the shifting of ROs from one lane to another.

Future-Proofing the Franchise:

The convenience economy is not a fad - it's the future. Just as retail has gone online, service is going Mobile. Customers increasingly expect convenience across all industries and Mobile Service delivers. Dealers who fail to respond to this shift risk becoming irrelevant in the eyes of their customer base.

The Bottom Line

Mobile Service is more than a luxury offering - it's a strategic lever for long-term profitability, customer retention, and competitive advantage. It's time for the Dealers who have "checked the Mobile Service box", but haven't gotten serious about it, to do so now. Mobile Service is profitable for MANY Dealers all over the U.S. EVERY Dealer truly committed to Mobile Service CAN be profitable with sustainable tools and ongoing business training.



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%. It works with any DMS and requires no training!

GEO>TECH™

MOBILE SERVICE INTELLIGENCE

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

Appointment Clustering

ETA Calculation

Route Optimization

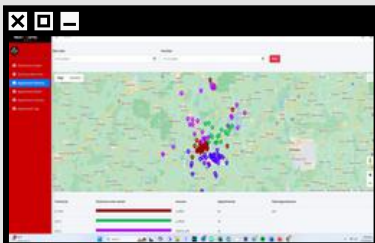
Appointment Limiters

Automatic Tech Dispatch

Appointment Heatmap

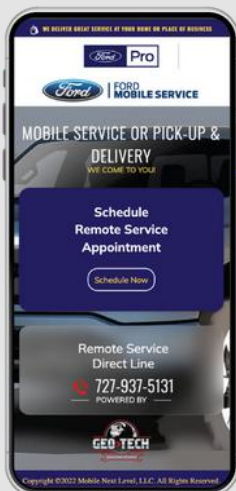
Appointment Calendar

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



Builder's Direct Network

- Exclusive Parts Network Access to the top truck accessory manufacturers
- Deep discounts to drive additional revenue in your business
- Access to top build managers for insight and training
- Dedicated account rep to handle everything from purchasing to warranty
- Increased Buying power from network size
- All parts match OEM Warranty Terms

Pul-Z Drop Hitches

- No Boring Hitches Here!
- Proudly Made in the USA
- SAE Certified for strength and reliability
- Endless possibilities with colors and Overlay designs
- Customize to your customer build and add some personalization with our custom options
- www.pulzhitches.com



BMC Lights

- Proudly Made in the USA and backed by a lifetime warranty
- OEM+ Fit and finish
- Completely Bolt on Lighting kits with no modification to the vehicle
- Ford Dealer Program offers largest discounts to generate additional revenue
- Already selling to Hundreds of dealers with rave reviews
- www.bmclights.com

Call for more information

855-426-2669

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



WHY CLEAN OIL CHANGE IS A MUST



1. ELIMINATES OIL SPILLS:

The Clean Oil Change process eliminates the draining of used oil into the open air, eliminating the risk of oil spills.

2. CUSTOMER CONFIDENCE:

Fear of oil spills is a common concern for Mobile Service users. Clean Oil Change can overcome this objection and build customer confidence.

3. COMMERCIAL FLEETS:

Large commercial fleets recognize the safety, speed, and ease of Clean Oil Change and are now demanding it for their units. This can be a dealmaker or deal breaker in acquiring new commercial fleet business or protecting your existing business.

4. RETENTION:

The Clean Oil Change requires special equipment and tools, creating a barrier of entry for your competition and tying your customer to you for future service.

5. SPEED:

Once the initial Clean Oil Change drain plug is installed, all future services can be performed at a fraction of the time spent on a traditional Mobile oil change.

6. DIFFERENTIATOR:

The Clean Oil Change separates you from your competition and gives you a unique selling advantage. This is a powerful marketing tool to generate interest in your Mobile Service business.

7. PROFITS:

Clean Oil Change requires a patented drain plug for each vehicle, presenting a profit opportunity. Additionally, as a provider of the Clean Oil Change, you are not subject to price wars with your local competition and can price your oil change service profitably.

PROUD PARTNER OF



AGA Tools
& PRODUCTS
MADE IN USA



AGA CLEAN OIL SERIES

- The AGA Clean Oil Drain Plug is a direct replacement of the OEM plug
- Oil service are cleaner, faster, and safer when using our products
- Eliminate technicians handling hot oil, oil splashes, and oil spills
- No residual oil drips, no comebacks
- No more stripping oil pan threads
- Reduces the use of harsh chemicals, oily rags and cleaning products
- Become a more sustainable and environmentally friendly company
- Great for mobile service
- For mobile service applications, use with our Clean Oil Caddy/Storage



**LEARN
MORE**

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

