

Heninger Scion Toyota Streamlines the Process with Xtime to Create a Premium Customer Experience



Heninger Scion Toyota has been a fixture in the Calgary, Alberta, automotive industry for nearly 60 years and has been the recipient of many awards, from the Calgary Herald Reader's Choice Award to the 2013 Consumer Choice Award. Recently, Heninger Scion Toyota expanded its facilities to a 70,000 square foot, state of the art dealership.

Heninger Scion Toyota was looking to better connect with their customers and enhance their overall service and scheduling experience by leveraging the industry's most intuitive and trusted technology. Fixed Operations Director Dave Verboom knew that the introduction of technology also meant that 100% of the management and staff had to be committed to its use in order for customers to get the most out of the experience and keep coming back.

From the very beginning of their partnership with Xtime, Heninger Scion Toyota has used the Schedule solution to provide its customers:

- A "Next Appointment" card that confirms the customer's upcoming or recommended visit with online booking information for their convenience
- A verbal overview of Schedule from a service manager that promotes its features and how customers can use the solution to their advantage
- Discounts as an incentive to use the online booking feature
- An email campaign that featured a "how to" video and demonstrates how to easily book an appointment online

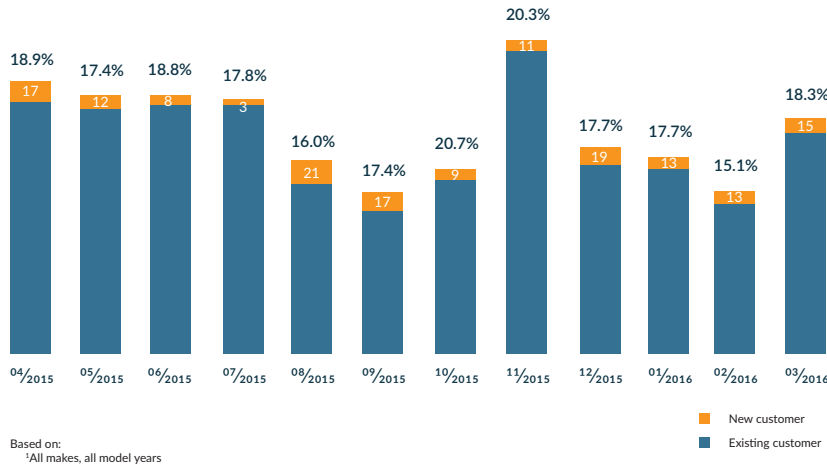
"We are very pleased with how Xtime has allowed our customers to easily book online and how it has relieved the work load of our BDC."

Dave Verboom,
Fixed Operations Director

Heninger Toyota Customer Pay+Warranty
Apr 2015-Mar 2016



¹All makes, all model years
²ROs higher than \$1300 for Domestic/Imports and higher than \$2000 for Luxury brands excluded; \$0 ROs excluded



CONVENIENCE IS KEY

Xtime Schedule allows dealerships to increase revenue, retention and appointments, which enhances the overall ownership experience through:

- Customer convenience via multichannel scheduling options
- Professional and consistent menu recommendations and pricing
- Powerful shop management and scheduling controls
- Integration with recalls, recommended and deferred services, promotions and more

Through its partnership with Xtime and the commitment of its personnel to utilizing the solutions, Heninger Scion Toyota realized the following success from Q2 2015 to Q1 2016:

- Customers using the Xtime channels have 8.6pp higher retention
- Percentage of online/mobile appointment scheduling of 18% and growing each month

- 15 new online/mobile customers in March 2016 alone
- Increase of \$50/RO using Xtime (CP + W)

Heninger Scion Toyota’s partnership with Xtime has allowed it to offer its customers the most convenient platform for appointments with online and mobile scheduling and call center utilization.

By streamlining as many appointment opportunities as possible, Heninger Scion Toyota will have more time to focus on customers in the dealership, have full control over the workflow and give customers the premium experience they deserve.

To learn more, please contact a representative today at (888) 463-3888 or visit xtime.com

8.6 pp higher retention

18%+ online/mobile scheduling

15 new online/mobile customers

\$50+ per RO using Xtime