



### NADA Average Dealership - 2008

#### **Appointment Reminder Module Analysis**

|                                    |                                |
|------------------------------------|--------------------------------|
| Appointments / Day                 | 30                             |
| % No-Shows                         | 10%                            |
| Lost Rev / Year                    | \$159,000                      |
| System Recovery Rate               | 30%                            |
| <b>System Generated Rev / Year</b> | <b>\$47,700</b> (@ \$212 / RO) |

#### **Missed Appointment Notification Module Analysis**

|                                    |                                |
|------------------------------------|--------------------------------|
| Appointment Reminder Recovery      | 30%                            |
| Remaining Lost Rev / Year          | \$111,300                      |
| System Recovery Rate               | 20%                            |
| <b>System Generated Rev / Year</b> | <b>\$22,260</b> (@ \$212 / RO) |

#### **Customer Satisfaction Follow Up**

|  |                 |
|--|-----------------|
| Follow-Up Calls / Day                  | 50              |
| Daily Labor Time ( hrs )               | 4.17            |
| Labor Rate                             | \$12.00         |
| <b>System Generated Savings / Year</b> | <b>\$12,500</b> |

#### **Customer Mining Module Analysis**

|                                    |                                |
|------------------------------------|--------------------------------|
| Calls / Day                        | 50                             |
| Success Rate                       | 2.5%                           |
| <b>System Generated Rev / Year</b> | <b>\$66,250</b> (@ \$212 / RO) |

**Note : Vehicle Sales from Customer Mining are not addressed here**

|  |                |
|--|----------------|
| Service mailers / year                 | 7,500          |
| <b>System Generated Savings / Year</b> | <b>\$5,625</b> |

#### **Special Parts Notification Module Analysis**

|  |                |
|--|----------------|
| Calls / Day                            | 15             |
| Daily Labor Time ( hrs )               | 1.25           |
| Labor Rate                             | \$12.00        |
| <b>System Generated Savings / Year</b> | <b>\$3,750</b> |

**Annual bridgeSpeak AR Benefits: \$158,085**

**\$158,085 annually or \$13,173.75 per month.**

#### **NADA 2008 Data**

|   |                                       |
|---|---------------------------------------|
| Average Vehicles Per Year (New & Used)                  | 1,324 (5 / day at 250 selling days)   |
| Average service & parts sales per customer repair order | \$212                                 |
| Average Number of Repair Orders Written per Year        | 12,123 (45 / day at 275 service days) |

[http://www.nada.org/NR/rdonlyres/0FE75B2C-69F0-4039-89FE-1366B5B86C97/0/NADADData08\\_no.pdf](http://www.nada.org/NR/rdonlyres/0FE75B2C-69F0-4039-89FE-1366B5B86C97/0/NADADData08_no.pdf)