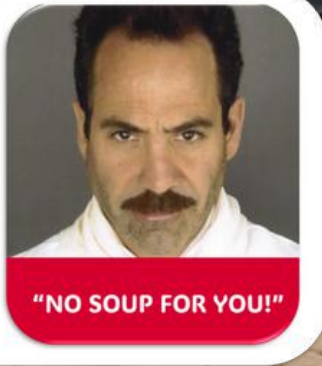


OCTOBER 2025

MOBILE *magazine*

Service Delivery Options: Are You Chick-Fil-A...OR...?

ONLINE MYSTERY SHOP
*Is your online Mobile Service
store open for business?*



And: Are You Charging
a Premium ...
for a Premium Service?

Plus!

MAX-EFFICIENCY SCHEDULING - UPFITTING & TRAINING

**NEXT >
LEVEL**

America's Mobile
Service Authority

**Dedicated EXCLUSIVELY to the Advancement of
Mobile Service and Pick-Up & Delivery**



LETTER FROM THE EDITOR

SERVICE DELIVERY OPTIONS: Are you Chick-Fil-A or The Soup N@zi?



Chick-Fil-A is arguably the most respected customer service business in the nation. As leaders in the retail automotive industry, we regard them as accomplishing the unthinkable. I mean, if you can get a teenager to tuck their shirt in, smile, and say "my pleasure", I'm pretty sure you could fly a rocket to Pluto.

When I lead Remote Service Dealer workshops and on-site training, I like to open with an ice-breaker trivia question that references Chick-Fil-A's customer-first business model. Here goes:

How many different ways can you receive your order from Chick-Fil-A?

From my "exhaustive study" I have identified many. For context, I will give you one. Drive-through. Think about your Chick-Fil-A experience and check them against the answers inside.

Then ask yourself, "are we providing Chick-Fil-A-level service delivery options"?

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,

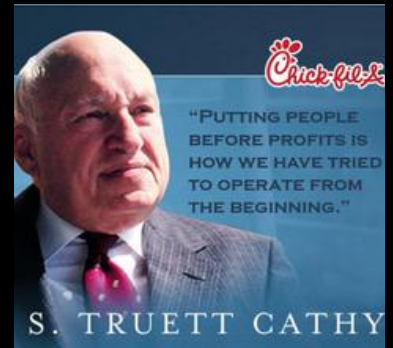


FOUNDER, MOBILE NEXT>LEVEL

john@mobilenextlevel.com | 727 . 239 . 8920

OUR DEALERS

7 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.**



How many different
ways can you get food
from Chick-Fil-A?

[keep reading for the answer]

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MOBILE U



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

MORE

DUMBEST IDEAS EVERRRR

CABLE TV 1948



INITIAL PUBLIC RESPONSE

"Why are you guys digging up my backyard and laying cable? Cable for television...? How does a cable help my TV reception? Is it free? WHAAATT... I have to pay for it? NO WAY! I have a fresh wrap of aluminum foil on my rabbit ears and I keep a ladder leaned against the house in case I need to get on the roof to adjust the antenna. Cable gets me more channels? Who cares? I already have 3 and that's more than enough. NO THANK YOU!

SINCE THEN

"Cable TV's peak in the U.S. occurred around the year 2000 with approximately 68.5 million total subscriptions, but data from 2010 shows a peak penetration rate around 88%. Since then, with the advent of streaming services, cable subscriptions have dropped significantly. Still yet, cable TV enjoyed a great 70 year ride!

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**

Are You Charging a Premium for Premium Service?

by John Schmidt

Mobile Service and Pick-Up & Delivery are not just conveniences - they're luxury experiences in disguise. So why are dealers still discounting them?

Scarcity Meets Demand

A dealership service department might handle 100 vehicles a day. A Mobile Service van? Just 6-8 appointments. That built-in scarcity, paired with rising consumer demand, creates the perfect environment for premium pricing.

"Time is the new luxury currency."

The Gift of Time

Mobile Service and Pick-Up & Delivery return something money can't buy: *time*. Customers don't wait in traffic or sit in lounges. They continue working, exercising, or relaxing at home while their car is cared for. That freedom is the essence of white-glove service.

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EVALUATE YOUR SERVICE DELIVERY EXPERIENCE

Walk into Chick-Fil-A and you'll see three cars in the drive-through, another five waiting for curbside, and a lobby that still feels warm and welcoming. All the while, friendly staff move like a NASCAR pit crew, meeting customers wherever they are—curb, table, or car window—without friction.

Contrast that with the infamous "Soup N@zi" from *Seinfeld*: one line, one method, no exceptions. "No soup for you!"

Now, ask yourself → **Which experience does your dealership's service department resemble?**

The Consumer Has Moved On. Have You?

Consumers today expect choice, convenience, and speed from every business they interact with, from coffee runs to medical appointments. Auto dealers, however, often remain stuck in a 1950s model: the customer must bring their vehicle in, wait, then leave, regardless of whether that fits their life.

Meanwhile, digital retail, ride-sharing, and even the grocery industry have redefined convenience. Today's vehicle owners expect:

- **Flexible scheduling and drop-off/pick-up times**
- **Mobile Service at home or office**
- **Real-time communication and transparent timelines**
- **Options, not ultimatums**

Dealers who fail to innovate will not only lose service business, but also risk losing the next sale, as maintenance loyalty remains the bedrock of repeat vehicle purchases and lifelong customer relationships.

The Cost of Stagnation

Consider this:

- **Maintenance Loyalty:** Customers who experience friction during service are 4x more likely to defect to an independent or aftermarket option, reducing your lifetime revenue per customer

...OR



by John Schmidt

- **Repeat Car Sales:** Service drives the relationship. Without ongoing, positive touchpoints, your dealership loses top-of-mind awareness when it's time for trade-in or lease-end
- **Customer Lifetime Value:** Dealers with convenient service offerings retain customers longer, increasing both service and sales revenue streams over time

In short, failure to adapt your service delivery to evolving consumer expectations isn't just a service department problem—it's a **survival problem**.

It's About Choice, Not One-Size-Fits-All

Chick-Fil-A didn't abandon the in-store dining experience; they layered curbside, mobile ordering, and multi-lane drive-through to fit every customer's preference. Your dealership should be no different.

Today's consumers will continue to **reward businesses that value their time and flexibility**. Those who cling to rigid, outdated delivery models may find themselves, like the Soup N@zi, commanding strict adherence—only to watch their customers walk across the street to a competitor that says, "My pleasure" instead.

ARE YOU READY?

The question for every dealer for the remainder of 2025 is simple:

Are you Chick-Fil-A, offering your customers multiple paths to the same trusted experience or are you the Soup N@zi, demanding they comply with your process—**or go elsewhere?**

Your future market share in service—and ultimately in sales—depends on how you answer.

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MOBILE UNIT UPFITTING



RAPID > FIT™

MOBILE SERVICE UNIT UPFITTING BY NEXT LEVEL



OUR EDGE

NEXT > LEVEL®

America's MOBILE SERVICE Authority™

RAPID > FIT™
MOBILE SERVICE UNIT UPFITTING BY NEXT LEVEL

**LEGACY
UPFITTERS**

SPEED

21-DAY AVERAGE

84-98 DAYS

QUALITY

**ON-SITE INSTALLATION
QUALITY INSPECTION
HANDS-ON EQUIPMENT TRAINING**

**UNIT SHIPPED TO UPFIT FACILITY
NO QUALITY INSPECTION
NO HANDS-ON EQUIPMENT TRAINING**

PRICE

\$45,889*
OIL CHANGE UNIT

\$87,490*
TIRE & OIL UNIT

\$50,112-\$60,887*
OIL CHANGE UNIT

\$97,790*
TIRE & OIL UNIT

**INCLUDED
EXTRAS\$**

**3-MONTH SUBSCRIPTION APPOINTMENT
SCHEDULER**

GEO > TECH
MAX EFFICIENCY MOBILE APPOINTMENT SCHEDULER

NONE

*Van purchased separately.

*Van purchased separately.

ONLINE MYSTERY SHOP

Is Your Online Mobile Service store open for Business?

CLOSED

by John Schmidt

In an era where nearly every customer interaction begins online, your Dealership's digital storefront (company's website) is often your first—and sometimes only—chance to win business. That's why my recent Mobile Service Online Appointment Mystery Shop was so eye-opening. I set out to see how well Dealerships are promoting and supporting their Mobile Service operations online. The results were shocking—and not in a good way.

I selected 8 Dealers from across the country, all of whom are known to operate successful Mobile Service programs. These weren't struggling stores or rookies just testing the waters. These were strong operators representing various OEM brands and market sizes. Yet, when it came to their online Mobile Service presence, here's what I found:

- **Mobile Service Mentioned Online:** 3 of 8 Dealers
- **Mobile Service Menu Posted Online:** 3 of 8 Dealers
- **Ability to Submit an Appointment REQUEST Online:** 2 of 8 Dealers
- **Ability to Receive a CONFIRMED Mobile Appointment Online:** 0 of 8 Dealers

Let that sink in. ZERO. Not a single dealer offered their customers the ability to schedule and instantly confirm a Mobile Service appointment online. And yet, we all know how critical our online presence is.

Dealers invest heavily in SEO, paid search, social media, and slick websites designed to funnel customers into sales and service pipelines. But, when it comes to Mobile Service—a rapidly growing profit center—most are leaving the “store” locked tight, lights off, and door bolted shut.

So, why the reluctance?

Part of it is operational hesitation: many worry about scheduling complexity, technician routing, or potential conflicts with their fixed operations team. Others simply haven't prioritized it yet, assuming customers will just call in.



ONLINE MYSTERY SHOP

CLOSED

Is Your Online Mobile Service store open for Business?

But, today's consumer expects instant access and seamless booking—and if you can't provide it, they'll move on. At **NEXT>LEVEL**, we've proven there's a better way.

And the benefits don't stop at scheduling. **GEO>TECH** also features appointment clustering and route optimization, cutting technician drive time and mileage by 25–32% in real-world Dealer testing. That means more billable hours, fewer wasted miles, and a better customer experience.

Our **GEO>TECH** Mobile Service Scheduler is specifically engineered to eliminate the friction. In fact, 90% of Mobile Service requests scheduled through **GEO>TECH** receive a confirmed appointment instantly, without any human intervention. The remaining 10% are submitted as appointment requests with an automatic promise that the Dealer will follow up—keeping the customer engaged and preventing lost leads. This not only builds volume, but also significantly reduces BDC involvement and overhead.



ANOTHER SHOUT OUT!



Jonah Hill
"War Dogs"



Are You Charging a Premium for Premium Service?

Continued from page 3

The Pricing Paradox

So, why do so many dealers discount Mobile Service? Often, it's to encourage trial. That approach might make sense for a first visit, but continuing to offer cut-rate pricing sends the wrong message: that convenience and exclusivity aren't worth paying for.

"Discounting devalues the very luxury customers crave."

Reframe as VIP Access

Mobile Service capacity is limited by design. Dealers should embrace this reality and reposition it as an exclusive benefit - an "invitation-only" club, not a coupon promotion. Affluent customers, in particular, value access to something not everyone can have.

Luxury brands are built on this premise. Mobile Service, when positioned as a VIP privilege, becomes another pillar of brand differentiation.

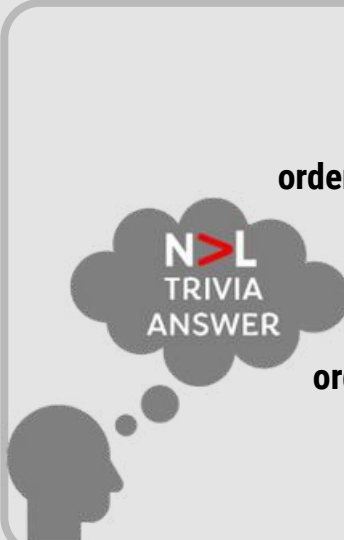
Lean Into Exclusivity

Mobile Service will never be about mass volume. That's its strength.

By treating it as the premium, scarce, and luxurious service it truly is, dealers can:

- Drive profitability
- Elevate their brand
- Strengthen loyalty with high-value clients

"Mobile Service isn't for everyone - and that's exactly why it's worth more."



order in drive-through
order at in-store counter, take to-go
order at in-store counter, eat in
order in the app, pick up in drive-through
order in the app, pick up at counter
order in the app, pick up curbside
order in app for delivery from CFA
order on website for delivery from CFA
order delivery with a 3rd party
order catering on website
...the list goes on!

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THE ULTIMATE **MOBILE** EDUCATIONAL PROGRAM

VIRTUAL CERTIFICATION COURSES

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



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



MOST AFFORDABLE & SUSTAINABLE

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

MOBILE > UNIVERSITY
REMOTE SERVICE TRAINING & COACHING BY NEXT>LEVEL



EMPOWERING DEALERS. MOBILIZING SERVICE.



LET'S GO NEXT LEVEL.