

OCTOBER 2026

MOBILE

magazine

RAPID>FIT



VANS OF THE MONTH!



with

**Barry Keene, Fixed Ops Director
Gary Yeomans Ford**

FEATURE ARTICLE

**BLOCK
SCHEDULING vs
DYNAMIC
SCHEDULING**

**WHICH IS BETTER FOR
MOBILE SERVICE?**

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



LETTER FROM THE EDITOR

THE OPPORTUNITY COST



John Schmidt

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In my Dealer coaching sessions, I talk a lot about “releasing from the 8.5 x 11.” In other words, don’t judge Mobile Service unfavorably because the gross profits MAY be lower (depending on the Dealer’s choice of service menu items).

There is a MUCH bigger picture that is often ignored. Customer retention. Dealer and brand loyalty, loaner expense reduction, shop throughput increase, lost customer recovery, CSI and 5-star boost, recall penetration, commercial fleet conquests and retention, and too much more to list.

Dealers get fixated on the “cost” of implementing a Mobile Service program, without regard to the massive long-term upside. Loyal customers are lifesblood of every Dealer. Give them NEW choices for how they receive service and they will stay with you.

My humble suggestion: add Mobile Service success to your 2027 business plan.

Or pay the ULTIMATE cost. The opportunity cost.

Cheers Y’all!
js



“There are risks and costs to action. But they are far less than the long-range risks of comfortable inaction.”

-John F. Kennedy

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. **This group of Dealers collectively averages over 1,000 Remote Service Repair orders per Dealer, per month.**

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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

500+

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

“KEENE” ON MOBILE SERVICE



BY JOHN SCHMIDT

Gary Yeomans Ford is a 20-time President's Award winner operating 8 Ford and Lincoln stores throughout Florida, Kentucky, and Tennessee. We chatted with Fixed Ops Director, Barry Keene, to learn his perspective on Mobile.

Q: Barry, you've spent more than 40 years in the auto industry. What has changed most about the service business and how does Mobile Service fit into what today's customers expect from their Dealer?

A: I believe what has changed most is the advancement in technology going from 1 computer or module to over 50 modules on most vehicles that are now multiplexing and communicating or not communicating with each other. We have truly advanced from mechanics to technicians. As far as mobile, the customers love the convenience or, better said, lack of inconvenience for the customer to come to the Dealership. Today's customers can receive almost any product from Amazon within 24 hours and never leaving the couch. Restaurant and grocery stores now offer the same convenience, why shouldn't we as a service provider?

Q: Take us back to the moment you realized Mobile Service could be a serious business opportunity. What happened that made you think, "We need to do this"?

A: At my previous employer, I started a mobile service division approximately 14 years ago servicing major fleets after hours to increase their uptime. We only viewed it as a fleet opportunity. In 2020, COVID hit the US and so many people were on lock down and could not or would not come into the dealership.



At that point, we tripled our mobile service fleet and we went to the customer. Once the customer experienced the convenience of mobile service the first time, they were all in for future mobile repairs.

“KEENE” ON MOBILE SERVICE



Q: Was Mobile Service a hard sell to your Dealer principal? What concerns did you have to overcome, and what ultimately convinced them to invest?

A: Mobile Service was not a hard sell to our Dealer Principal or GM because they saw the immediate benefit for both the dealer and the client.



Q: What was the toughest challenge in getting Mobile Service running successfully and what did you change that made the biggest difference?

A: We did have some growing pains when expanding, especially in technician staffing in finding the right technician that really wanted to do mobile - the hours can vary from 3am to 11pm based on what the fleet needs are and when the fleet will be available. The key is being flexible to meet the client's needs on their terms. We now do a really good job when interviewing to make sure it is a good fit for both parties, the technician and the dealership.

Q: If another Fixed Operations Director told you, “I’m still not convinced Mobile Service is worth it,” what would you tell them and what would you encourage them to do first?

A: First, I would look at brick and mortar stall utilization, in other words do you have a shop capacity problem. If so, mobile is an easy solution to expand your capacity without adding bays and, in most shops, adding bays is not an option. Second, I would look at client satisfaction that elects mobile service. What other one thing can you do to increase your score on an average of 5 to 7 points? Lastly, it is a great opportunity to expand your vin share that you are currently losing to the aftermarket.

NEXT>LEVEL'S

VAN OF THE MONTH

Series

Double Van Retrofit in Tennessee!

Welcome to Mobile Magazine's Van of the Month, where we showcase exceptional Mobile Service vehicles and the talented teams behind them.

This month, we are excited to showcase a successful "two-off" project...Mobile Service Van retrofits!

A few months back, we were approached about upgrading the Dealer's two Light (LT) units to oil change capable MLR or Maintenance and Light Repair units.

"No problem!" we said, as we had performed this operation many times before.

The job proved a little more challenging than expected due to the removal of existing shelving and obsolete systems. But, we powered through and achieved excellent results.

Says Fixed Operations Director Barry Keene, "We had two vans upfitted and we are extremely satisfied with the outcome. From start to finish all expectations and commitments were met on time. I highly recommend next level." ★★★★★



[Check out our Google reviews here!](#)

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by NEXT>LEVEL



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More!**



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BLOCK SCHEDULING VS DYNAMIC SCHEDULING

WHICH IS BETTER FOR MOBILE SERVICE?

An exact-time Mobile Service appointment SOUNDS terrific.

“We’ll be in your driveway at 9:00 a.m.”

Who wouldn’t appreciate that? In a perfect world, the world designed in a cubicle, the technician arrives precisely on time, every repair takes exactly as long as expected, traffic cooperates, and every customer is ready with the keys. But Mobile Service operates in the real world. And, in the real world, the quality of a promise depends on your ability to keep it.

For complex **Dealer** Mobile Service operations, block scheduling offers the better combination of customer convenience, technician productivity, and operational flexibility.

The reason is simple: a realistic window you consistently honor is more valuable than an exact time you repeatedly change. Block scheduling gives the customer a defined arrival window, 9 a.m. to noon, for example, with a call or text approximately 30 minutes before the technician arrives. Exact-time scheduling promises arrival at a specific time.

Flexible work arrangements strengthen that opportunity. Gallup reports that 52% of U.S. employees in remote-capable jobs work a hybrid schedule, while another 26% work exclusively remotely. That statistic applies specifically to remote-capable employees, rather than all workers or all retail customers, but it identifies a substantial audience for service at home.

Consider the customer who normally budgets two to four hours around a routine Dealership service visit, including travel and check-in. **Why wouldn’t that customer consider a comparable Mobile Service window while already situated at home or work?**

The GIANT “IF”: Dynamic scheduling can mean intelligently adjusting routes and appointment sequences. That capability works within blocks. **The concern is promising customers an exact arrival time that real-world conditions make difficult to maintain.**

BLOCK SCHEDULING VS DYNAMIC SCHEDULING

WHICH IS BETTER FOR MOBILE SERVICE?

BLOCK SCHEDULING:

- **More dependable promises.** A reasonable arrival window gives the team room to absorb delays while honoring the commitment. Customers can plan around a consistent expectation instead of repeatedly revised appointment times.
- **Convenience without the Dealership visit.** Customers can work, attend meetings, or manage household responsibilities while their vehicle receives service at home or the office. A service window does not mean an equivalent period of interrupted living.
- **Better accommodation of fleet operations.** Commercial vehicles come and go, and fleet managers may not know exactly how many units will be available. An agreed service block allows technicians to work through available, authorized vehicles during off-peak periods, adjusting priorities as needed.
- **Greater routing flexibility.** Coordinators can change the order of appointments, accommodate a customer's request, or respond to a longer repair without necessarily breaking other commitments within the block.
- **Less dependence on protective gaps.** Exact-time appointments require allowances for uncertain travel and repair durations. Blocks still need realistic capacity planning, but they provide more freedom to absorb variation without assigning a cushion to every arrival promise.
- **Familiar customer expectations.** Plumbers, electricians, HVAC technicians, and appliance repair companies use arrival windows. Automotive Mobile Service can apply the same practical approach, strengthened by clear communication and advance notice. Block scheduling has been the de facto approach for over 100 years. What makes us think we are smarter, with just a fraction of the experience?
- **Communication is essential.** Automated ETA notifications are triggered for the next appointment at the completion of the current appointment - alleviating "arrival anxiety".

BLOCK SCHEDULING VS DYNAMIC SCHEDULING

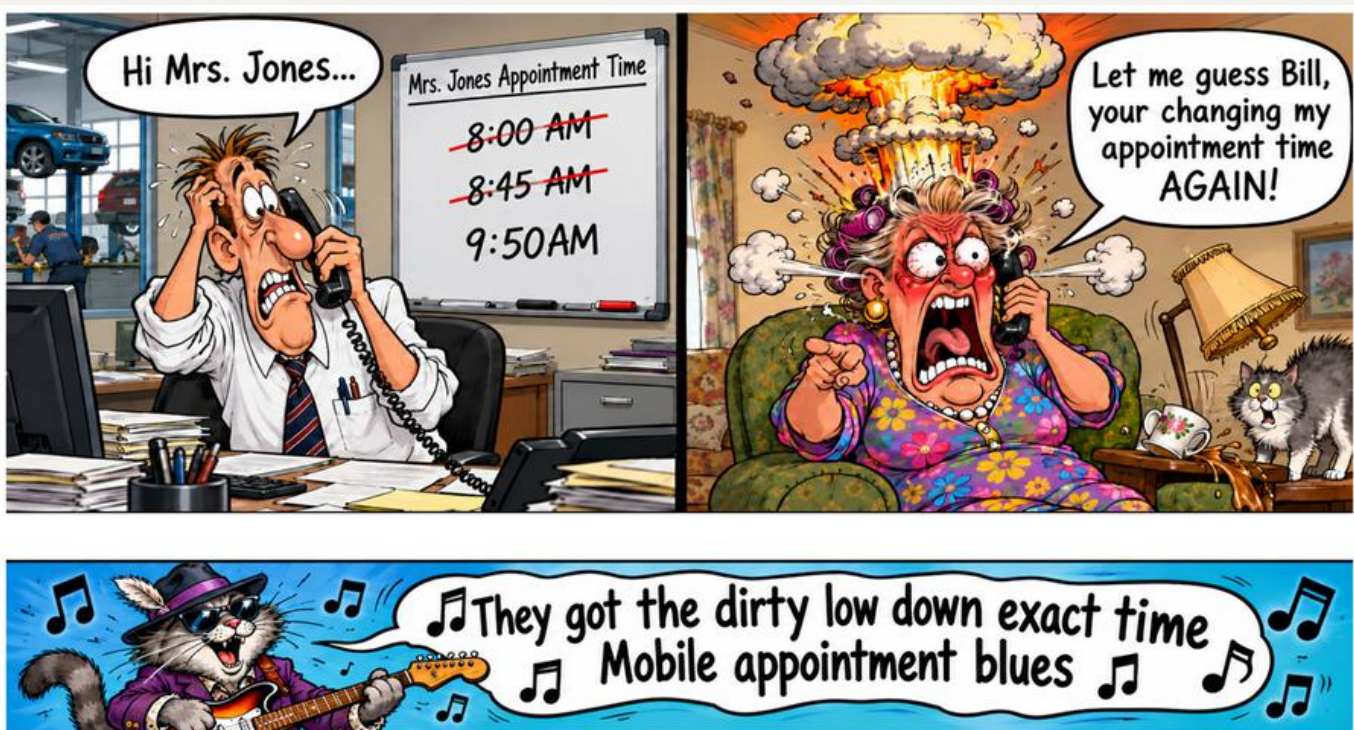
WHICH IS BETTER FOR MOBILE SERVICE?

J.D. Power's 2026 study reports average maintenance waits at Dealerships of 1.61 hours for mass-market customers and 2.46 hours for premium customers, before considering the customer's travel time. A three-hour arrival window does not necessarily mean three hours of interrupted living.

For customers whose schools, shopping, and errands are nearby, a dependable 30-minute heads-up can provide room to go about their day. Confirm that arrangement in advance, establish how keys will be exchanged, and make sure the vehicle will be available.

PUNCHLINE: Let's not assume every customer wants an exact-minute appointment.

Commercial fleet clients need flexibility and often want vehicles serviced during off-peak periods to minimize operational downtime. Their priority is keeping revenue-producing vehicles available when needed. That may mean servicing units before dispatch, between assignments, after routes, or during another agreed period. The challenge is that vehicles come and go. A fleet manager may expect eight units to be available and find that only five are on-site when the technician arrives. Another vehicle may return earlier than expected, while an urgent assignment pulls one away.



BLOCK SCHEDULING VS DYNAMIC SCHEDULING

WHICH IS BETTER FOR MOBILE SERVICE?

EXACT-TIME SCHEDULING CHALLENGES:

- **Delays WILL cascade.** Traffic, weather, gated access, seized fasteners, incorrect parts, or authorization and a myriad of other problems at one stop can disrupt several subsequent promises.
- **Reliability consumes capacity.** Protective time helps absorb uncertainty, but unused buffers can leave gaps too small for another appointment. The tighter the promise, the harder the balancing act.
- **Repeated updates and arrival time changes create frustration.** Moving an appointment from 8:00 to 8:45 and then 9:50 asks the customer to reorganize the day repeatedly. Automated notifications communicate changes; they do not eliminate inconvenience. Frustration triggers poor CSI and 5-star scores, negating the convenience factor.
- **Fleet scheduling becomes harder.** Assigning an exact minute to each vehicle adds administrative complexity when vehicles are dispatched, return unexpectedly, or become unavailable.
- **The Selling Window.** Exact time appointments narrow the selling window, deeply hindering the ability to sell AND perform additional needed services ON ONE TRIP. Dollars per RO and maximum TRIP VALUE are essential to profitability. Why would we build in this handicap?
- **Scheduler Platform Costs:** **Dynamic exact-time scheduling platforms range in cost from \$1,700 to \$2,000 per month with one-time activation fees of \$2,500-\$6,000. Compare to our GEO>TECH platform using block scheduling at \$599 per month and one-time activation fee of \$799.**

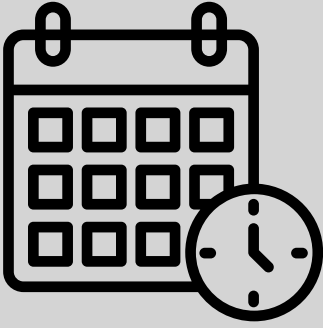
THE BETTER EVERYDAY STANDARD

For everyday Mobile Service, make blocks the standard. Customers value convenience, clear communication, and commitments they can trust. A realistic window consistently honored builds more confidence than an exact time repeatedly changed.



ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTION



SCHEDULING SOFTWARE

Simplify remote operations with our proprietary software, **GEO>TECH**. Our dynamic, intuitive platform clusters technician appointments in geographic zones saving you time and money.



MOBILE SERVICE COACHING

We coach and train Mobile Service Coordinators, Technicians, and Leadership on how to launch and sustain a Mobile Service program. We share best practices established by the most successful Dealers and offer continuing post-launch support.



MOBILE UNIT UPFITTING

We are a boutique van Upfitter. We **only** build Mobile Service units and **only** for Dealers **ONE** unit at a time. We're the **only** Upfitter in the USA building Mobile units **onsite** at the Dealership.

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MOBILE MAYHEM!



I WAS INSPIRED TO CREATE A SERIES OF LIGHT-HEARTED CARTOONS TO CAPTURE SOME OF THE EYEBROW RAISING MOMENTS I HAVE ENCOUNTERED OVER MY PAST 7 YEARS TRAINING MOBILE SERVICE DEALERS, PROVIDING SCHEDULING SOFTWARE AND UPFITTING TO THEM. I HOPE YOU ENJOY THEM AND GET A CHUCKLE!

-John Schmidt

SOMETIME IN THE VERY NEAR FUTURE...



MORE INSANITY TO COME!

MORE

DUMBEST IDEAS EVERRRR

SQUISHY TOYS 2016



INITIAL PUBLIC RESPONSE

So...TikTok CREATES tween and teen anxiety and then promotes squishies for 7 to 12 year olds to calm their nerves...HMMM...

Whatever happened to good ol' Benedryl?

SINCE THEN

Squishy toys are experiencing a massive, viral craze right now, with U.S. sales quadrupling year-over-year to \$297 million across 58.6 million units in the first half of 2026 alone.

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**

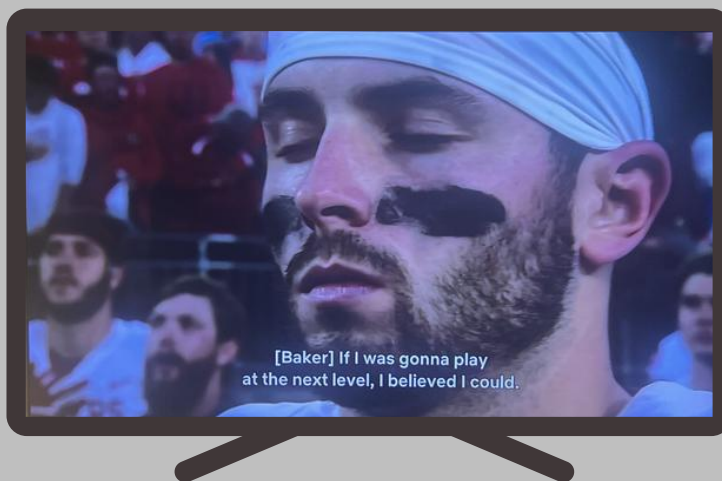
"Every brilliant idea was once a dumb idea." - js



ANOTHER SHOUT OUT!



**Baker Mayfield
"Quarterback"**





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LET'S GO NEXT LEVEL.