

Midland Honda

Doubles Service Approval Rates with VIDEO

By using video tools in their service department, Midland Honda is achieving impressive results. They've increased their service approval rates from 35–40% to 85–91%, as video delivers more transparency, and therefore more trust, when customers need repairs.

TRANSFORMING COMMUNICATION THROUGH VIDEO

Before adopting video tools, Midland Honda faced challenges in building trust with customers. Service decisions were often based on price rather than value, leading to misunderstanding. Technicians relied on advisors to communicate with customers, but gaps in knowledge could confuse both customers and advisors.

By using video, Midland Honda turned these challenges into opportunities. Technicians now create videos to explain repairs directly to customers, showing them exactly what needs to be done. This approach reduces the focus on price and shifts attention to the value and necessity of the service. Advisors also benefit from this transparency, as they learn from the technician's findings.

OVERCOMING INITIAL CHALLENGES

When Kimberly Osborne, Marketing Manager, joined Midland Honda four years ago, they were still using an outdated and unreliable video platform. Videos failed to upload, and technicians resorted to storing videos on their personal phones.

Kimberly knew it was time to make a switch to a reliable video solution. The new platform's reliability and ease of use won over the technicians, who now create videos consistently. As Kimberly said, "TradePending's video tool changed our lives."

RESULTS THAT SPEAK FOR THEMSELVES

In the service department, approval rates for additional service recommendations have more than doubled, increasing from 35–40% to 85–91%. Customers appreciate the transparency of seeing and understanding the condition of their vehicles, fostering trust and confidence in the dealership.

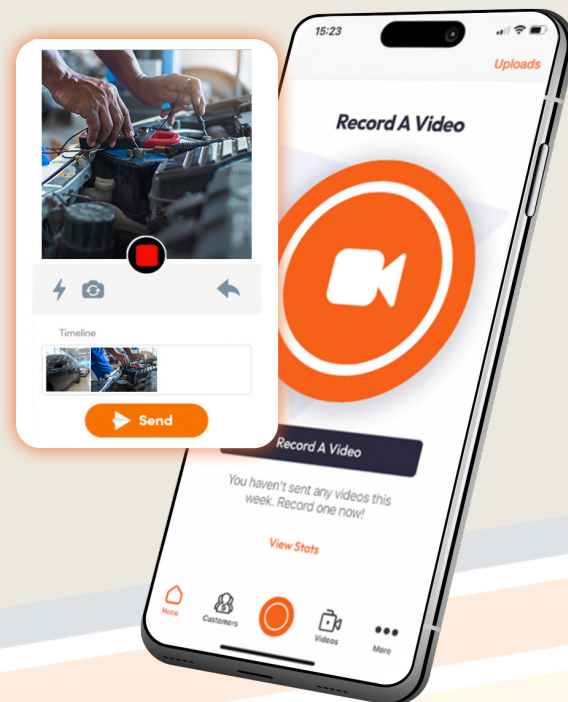
In the sales department, videos have become a valuable tool for showing safety and work done on pre-owned vehicles. By highlighting every detail, these videos build trust with potential buyers. Midland Honda also posts these videos on their website to enhance transparency and set them apart from competitors. Midland Honda's innovative use of video has redefined customer communication and set a new standard for transparency and trust in the automotive industry.

TRADEPENDING



Kimberly Osborne
Marketing Manager,
Midland Honda

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