

Improving Customer Loyalty Through a Personalized Vehicle Servicing Experience

THE OPPORTUNITY

As the average age of vehicles in the U.S. hits a record 12 years in 2024, demand for servicing continues to rise—fueling growth in the vehicle service industry from \$80B to \$116B. However, a widening gap between customer expectations and dealer offerings is driving more vehicle owners to independent service shops, intensifying competition with automotive OEMs. Faced with this challenge, a Fortune 500 automotive manufacturer partnered with Two Roads to design a product that would enable an integrated, personalized dealership service experience that meets the expectations of modern consumers.

THE APPROACH

The starting point for this work was understanding the customer journey and identifying the pain points and desires of customers and dealers from scheduling a service appointment through payment and vehicle pickup. How do customers prefer to engage with their dealers? What is preventing dealers from delivering that experience? Market research, dealership visits, and stakeholder input laid the foundation for the base product functionality and data integrations required to elevate the service experience.

In addition, the Two Roads team focused on incorporating process improvement and change management into the dealer launch plan. To truly achieve the personalization, real-time updates, and simple, transparent communication customers desire, dealers would need to engage with them differently. Launching a product alone would not be sufficient. The team partnered with the client to design the recommended end-to-end operational workflow, mapped against product capabilities and utilization metrics, that would be implemented along with the product.

INDUSTRY

Automotive

SERVICES

Digital Product Innovation
Strategy & Planning

The Outcome



ACCELERATED ADOPTION

Over 300 dealers have adopted the tool, seeing up to a 26% increase in revenue



IMPROVED CUSTOMER LOYALTY

A comprehensive customer journey optimized product utilization, leading to enhanced guest engagement and increased revenue



SUSTAINED INNOVATION

Established a standard operating process for ongoing product planning, prioritization, and development, ensuring long-term success