



LINE
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Vendor Spotlight: Throttle

The Critical Role of KPI Reporting in Auto Repair Shop Success

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In the dynamic world of auto repair and maintenance, the ability to make informed decisions based on accurate, timely data is crucial. Key Performance Indicator (KPI) reporting isn't just a management tool—it's a vital component that drives the success of oil and lube shops. By integrating KPI reporting into their daily operations, shop owners can significantly enhance competitiveness and operational efficiency.

Understanding KPI Reporting

KPI reporting involves tracking specific metrics essential to the health of your business. For auto repair shops, these could include the number of oil changes per day, accurate address and email capture rates, revenue per service, ancillary sales, customer retention rates and inventory turnover. These metrics provide pivotal insights into your day-to-day operations.

Impact of Timely KPIs on Daily Operations

1. **Enhanced Decision Making:** With updated KPIs, shop managers can immediately adjust workflows, staff allocation and inventory levels based on current data. This agility is especially crucial when dealing with unexpected surges in customer visits or when certain services become more in demand.
2. **Increased Operational Efficiency:** Monitoring KPIs like service time and turnover rates helps identify bottlenecks or inefficiencies within the shop's operations. If data indicates longer wait times at specific hours, managers can adjust staffing or streamline service protocols.
3. **Improved Customer Satisfaction:** Monitoring Google reviews and customer surveys helps assess your team's performance in customer satisfaction. You can use these insights to continue to improve the customer experience.

Looking Forward

As technology advances and we continue to evolve into an AI-driven world, integrating sophisticated KPI reporting tools into business operations becomes easier and more cost-effective. Auto repair shops that adopt these tools keep pace with industry standards and set new benchmarks for operational excellence. Timely KPI reporting transforms numbers into actionable insights that propel business growth. For auto repair shops, embracing this technology is key to optimizing performance and delivering superior service, ensuring they not only meet but exceed customer expectations in today's competitive landscape.

Throttle®, a product of Matrix Imaging Solutions, is a complete, intelligent marketing communications tool. Throttle helps automotive companies stay in close contact with their customers throughout the customer journey with timely, omnichannel communications and service reminders based on their unique driving habits and service history. From acquisition through retention, Throttle takes the guesswork and labor out of customer communications while freeing up the shop staff's time. Throttle uses multiple touchpoints including texts, postcards and emails, allowing users to easily generate a year-round marketing program that keeps their brand top of mind and customers coming back for more. Throttle will soon be unveiling a KPI Reporting Dashboard.

Scan here to watch our video and to schedule a demo:

