

Company Customer Claims Reduce by 77% with Eyewitness Service Lane Kit

Organization Snapshot

Company: Company

Location: Tennessee

Number of Employees: 75

Main Challenge: Rising service department costs due to increasing customer claims

Eyewitness Surveillance solutions: Service Lane Kit

Impact:

- Correctly identified origin of damage on 100% of customer vehicles in first months of installation
- 77% reduction in customer claim damage payouts
- Increased employee morale and trust in management

G, the Service Director at Company in Tennessee, found himself between a rock and a hard place when it came to repairing damage on customer vehicles.

The Cost of Exceptional Customer Service

Customers at Company often came to the dealership specifically for its five-star service department. G felt an increased pressure to accommodate every customer request to uphold the dealership's reputation for exceptional customer service—and his internal CSI scores.

His service technicians in particular felt discouraged, as they repaired vehicles that they could've sworn entered the shop with previous damage. **But, no one had caught it fast enough to inform the client before they left the dealership.** (Or worse—no one knew about the vehicle damage until the customer called back to ask about it!)

The “solution”? G's service department simply repaired every customer vehicle that came in the door, even claims of damage after the initial repairs were complete. **These free repairs cost Company thousands every month in lost revenue**, but G thought that was simply the cost of doing business.

“The big problem was that we didn't have a reliable way to track cars on their way in, so everyone knew what was going on,” G says. “My techs would do added work, and the customer felt like we'd missed something obvious, or tried to sneak it past them.”

At least, that was the problem until Eyewitness Surveillance installed a Service Lane Kit.

“My Service Department loves the Service Lane Kit!”

The Service Lane Kit includes professionally installed video cameras in service lanes with specialized license plate capture software.

Every car that enters the service department is catalogued with video clips of the entire exterior, allowing technicians to record existing damage. If G's team spots previous damage when the vehicle enters the shop, they can inform the customer of the damage and recommend repairs on the spot.

The tool **turns the service department into a customer advocate center**, protecting customers against damage they didn't even know they had.

G is beyond pleased with the Eyewitness Service Lane Kit's performance. **Customer claims at Company are down 77%** since the service lane kit install, because the service technicians can tell customers about potential damage before the customer sees it. G also analyzes video of previous incidents, teaching himself how to handle customer claims better in the future.

The morale in the Service Department has risen, too. "Since the Service Lane Kit was installed, my people feel better about coming to work," G says. "They're relieved that we finally got the false customer claims under control, and know that we're watching out for their best interest."

Since the installation of the Service Lane Kit, Company has doubled down on their security investments with Eyewitness Surveillance. They've installed comprehensive coverage on their car lots, as well as additional indoor cameras.

"Frankly, **that Service Lane Kit was the best thing I could've done to raise my Service Department's bottom line**," says G. "We don't pay for free repairs anymore, and it's all thanks to the team at Eyewitness."