Orbee x

Service Scheduler Abandonment

WHITEPAPER

Introduction

Orbee analyzed the customer interface of an industry-leading online service scheduler with the goal being to find ways to reduce abandonment while increasing appointment conversions. Across 62 dealership websites, we tracked utilization data during July 2022. We uncovered and organized data into segments that represented a customer going through the necessary steps to confirm their service appointment online.
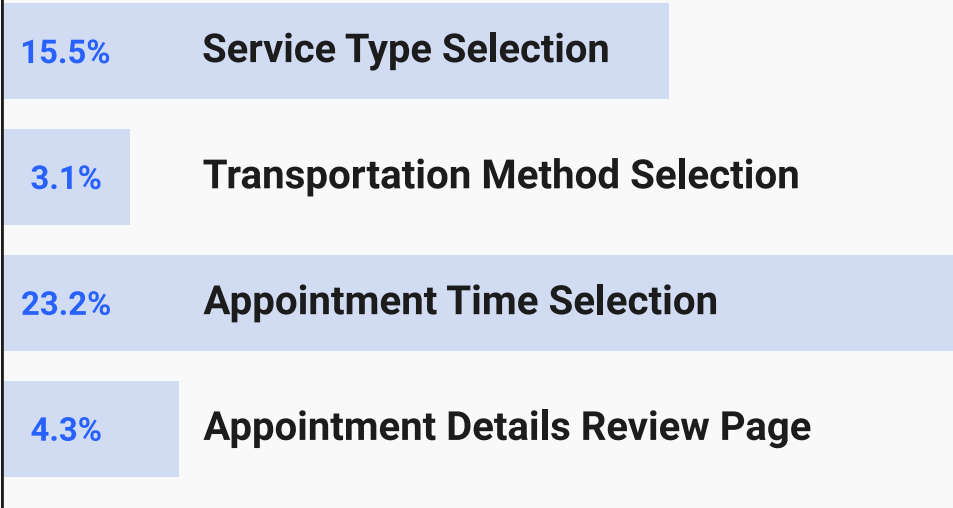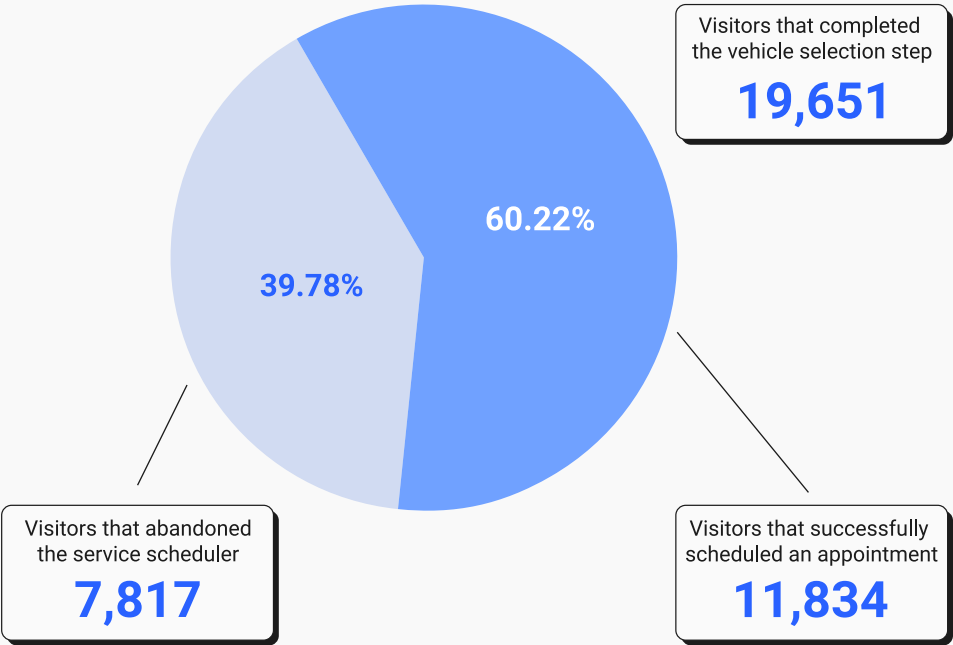
Orbee is not reporting how many visitors tried to sign in to the service scheduler, because the standardized reporting from the vendor provides this data. We focused our efforts on a visitors' experience between entering the service scheduler and reaching the appointment confirmation page, which is typically not discussed.

If 75% of visitors aren't successfully scheduling online, what can we do to improve that?

The Data

Overall Performance

Online service scheduler performance across 62 dealerships in the month of July.

Visitors that completed the vehicle selection step
19,651

60.22%

39.78%

Visitors that abandoned the service scheduler
7,817

Visitors that successfully scheduled an appointment
11,834

15.5%   **Service Type Selection**

3.1%   **Transportation Method Selection**

Step Abandonment Breakdown

This chart breaks down where the 7,817 visitors abandoned the scheduler.

23.2%   **Appointment Time Selection**

4.3%   **Appointment Details Review Page**

Problems Identified

Tools like online service schedulers typically operate in a "black box", meaning the data is not completely accessible to a dealership.

Standardized reporting, while convenient, only provides a basic level of data that does not offer actionable insights.

Tools like online service schedulers intercept and retain shopper data without providing full transparency to a dealership.

Dealerships do not typically have opportunities to engage the shoppers who have abandoned the online service scheduler.

Not improving the online service scheduling experience could result in hundreds of thousands of dollars in gross profit loss per dealership.

Online service schedulers do not leverage real-time data to alter and improve the customer experience within their tools.

Lost RO Analysis

Why is this problem worth addressing?

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Shoppers Abandoned the Scheduler After Selecting Their Vehicle

Avg. per Dealership per Month

$26,477

Gross Profit at Risk

Avg. per Dealership per Month

Orbee estimated an average RO revenue to be $300 for the dealerships that participated in this analysis.

With an average Gross Profit Margin of 70% which equals $210 of gross profit per RO.

Recommended Actions

1. Request Journey Data

Request shopper journey data from your service scheduler provider to understand where your shoppers are frequently abandoning.

2. Gather Customer PII

Request copies of all customer PII gathered by the service scheduler tool in a report, including the shoppers that do not complete the form.

3. Consult Vendor

Ask your performance manager at the service scheduler company to help you understand how to improve your conversion rate using their tool.

4. Brief Dealership Stakeholders

Take your findings and suggestions from your scheduler vendor to your service department stakeholders and adjust your online process.

Solutions Powered by ∼orbee

Integrate with a CDP

Consider integrating your website and service scheduler tool with a Customer Data Platform. A CDP will empower you with shopper journey data that most service scheduler vendors cannot provide.

Deploy Marketing

Leverage your findings from analyzing your service scheduler to create marketing messages and processes that assist your shoppers down the funnel to schedule an appointment and show up in your service bay.

Questions?

Learn More About Orbee's Service Marketing Solutions

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