



## Mack.Asist helps Steele Truck Center Eliminate the Haggling in the Service Estimating Process

November 2004, Rick Clemens from Steele Truck Center needed a way to take control of the Estimating process in the dealership. Rick took a look at Mack.Asist, gave it a try and turned it into an indispensable tool to improve customer satisfaction, simplify his life and generate more business for the shop:

“like everyone, I wear several hats... the Mack.Asist product allows me to be more productive and gives me the tools to generate no-haggle estimates”

### Challenge

- ⊕ Time and errors in manually generating Service Quotes
- ⊕ Too much discounting and customer haggling due to “round about” estimates
- ⊕ Customers, particularly Fleets, demand complete and accurate Service Estimates including Cores, Shop charges and taxes
- ⊕ Lost revenue, come backs due to missing related items like fluids, belts and diagnostics

### Solution

- ⊕ Implement Mack.Asist in the Service Department
- ⊕ No servers, hardware or software installation
- ⊕ Quickly customized to our requirements – pricing, hours, inspections and operations.
- ⊕ Used for Customer Pay repairs and maintenance as well as Body Shop quotes

### Results

- ⊕ Reduced discounting due to improper quoting
- ⊕ Increase Service Department Gross
- ⊕ Reduce, almost eliminated haggling – customers receive an accurate, consistent and precise estimate including Cores, Shop Charges and Taxes.
- ⊕ Improve responsiveness to our Customers with less effort
- ⊕ Finally track Quoted vs. Sold jobs

With Mack.Asist, dealers can now create customer pay estimates that are precise, professional and consistent while enabling Customers to receive a professionally formatted estimate in less than three minutes. Mack.Asist is simple to use, easy to deploy and learn, available from any computer with Internet access, and customizable to the unique pricing requirements of each dealership.

“this is the best tool Steele Truck Center has ever bought as far as computers are concerned. It is so easy to use; a 12 year old child would not have a problem using it. Today, we can’t live without it!”

*Rick Clemens Service I.T. Steele Truck Center*