

CUSTOMER STORY

Stevinson Imports turns to Lyft to take its high customer service standards to another level.

Transportation that fits right into customers' busy schedules

Stevinson Imports operates seven auto dealerships in the Denver area. Since 1992, its leaders have built a customer-first company dependent on repeat business and influential customer advocates.

The service department is an important part of that customer commitment. The Porsche and Jaguar dealership typically sees 35 service customers a day, most of whom need transportation after they drop their cars off. "Our objective," says service manager Kipp Stienecker, "is to make it as easy as possible for our customers to get their cars serviced without disrupting their personal schedules."

"Service is extremely important to our business. It accounts for 90 percent of Stevenson's revenue, and it is the primary factor in retaining customers."

— Kipp Stienecker, Service Manager, Stevenson Imports

The Challenge

Stevinson offered shuttles and loaner cars to service customers, but those solutions presented problems. Customers might wait 45 minutes to an hour for a shuttle ride home, and the service department had more customers than its fleet of shuttles could handle.

While customers loved the loaner car option, it came at a high cost. The Porsche and Jaguar dealership maintained 45 of them, at a cost of \$1,500 annually per car.

STEVINSON | IMPORTS

🚗 Industry :

Automotive dealership and service center

🕒 Challenge :

Long shuttle wait times detracted from the dealership's customer experience.

🏠 Solution :

Lyft Concierge replaced shuttles and loaners, making rides convenient for customers, easy for staff to arrange, and cost effective for the company.

★ Impact :

- \$7,000 per week in added revenue
- \$6,000 annual savings on shuttle driver salaries
- \$1,500 annual savings per retired loaner car
- Increased level of customer service

The Opportunity

"We had to find something better," says Stienecker. "I have personal experience with Lyft as a rider, and it's always been good." The Lyft interface is so easy to use that the staff needed very little training. "I just told them to use it," he says. "They were all familiar with how ridesharing works."

The Solution

Stienecker chose Lyft as an option for service customers, and saw several improvements over shuttle use. Customers appreciate the faster service — average wait time for a Lyft ride is three to five minutes. Lyft drivers are courteous and professional, which is also important for Stevinson customers.

Lyft has also reduced dealership costs. By replacing shuttles with Lyft rides, Stevinson saves more than \$6,000 per month. Today, Lyft handles 97% of customer transportation, so the Porsche and Jaguar dealership is also looking at reducing its fleet of loaners.

Free Lyft rides also help increase revenue. When customers know they can expect convenient transportation while their car is at the dealership, they're more willing to bring their cars in for service. Since adding Lyft, the service center has added \$7,000 per week in new revenue.

Lyft helps the service department operate efficiently, and makes Stienecker's job easier, too. "The management interface is really simple," he says. "You don't even have to think about it."

"By the time the paperwork is done, Lyft is there."

— Kipp Stienecker

Top benefits include:



A drop in operational costs

From shuttle driver wages to fuel cost, maintenance, and insurance for shuttles and loaner cars, Lyft brings operational costs down significantly.

"Lyft has saved me \$6,000 on shuttle drivers. We removed the shuttles, with all their associated maintenance and liability, from service."



Renewed focus on top-line growth

For Stevinson, improved service has meant improved business and the ability to focus on what they do best: servicing luxury imports.

"I don't look at Lyft as an expense. It's a cost of doing business, but that cost is offset. The ease and convenience of ordering Lyft rides for our customers allows us to serve more customers and serve them better."



Happy customers

With hassle-free Lyft rides, customers receive an even higher level of service than they're accustomed to.

"Lyft helps us treat our customers like family, not like numbers in a service center."



Stress-free management

Lyft makes getting rides for customers easy, so Stevinson staff can get more done.

"The management interface is really simple. Access the data, download it, sort it, print it. It runs really well."

Looking Ahead

Things are going so well at the Porsche and Jaguar dealership that Stienecker is considering Lyft for other Stevinson dealerships, as well. Denver is the kind of community where satisfied customers tell their friends and families about good service when they see it. With its Lyft partnership, Stevinson Imports is seeing increased business from existing customers and looks forward to expanding its customer base and continuing to grow the business.