



VAUXHALL

CASE STUDY



SECRET SERVICE™

Drive

SecretService™ as an all inclusive, fully managed aftersales package drove 65% NEW service/mot conquest customers & gave us a colossal 356% ROI. It has exceeded all our expectations.

£256

Average final invoice value

Return on investment

365%

Drive

How Drive Vauxhall reversed industry trends with SecretService™

A real game-changer in the franchise aftersales market” Secret Service has levelled the playing field & is winning back market share from fast-fits & independents.

52%

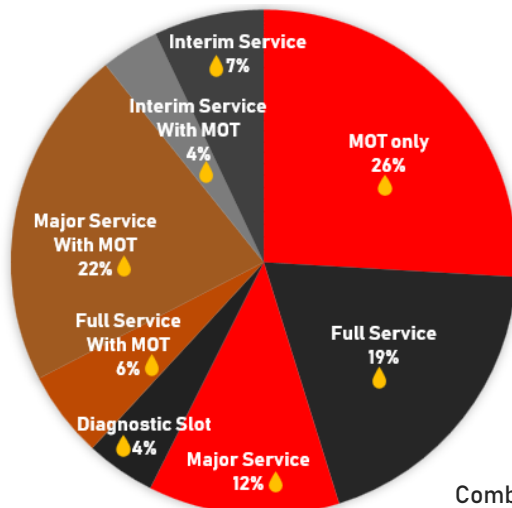
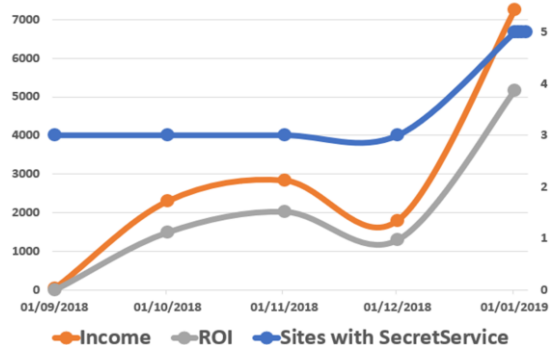
Bookings through BookMyGarage Directory, 48% through online marketing

“We couldn’t have done this ourselves as using the BMG service schedules under the SecretService brand has levelled the playing field, winning customers back from fast-fits and independents”.

68%

Net Profit after parts, labour, Google and all fees (2nd year LTV)

Drive Vauxhall are at the start of a scalable journey. Starting with 3 sites, this moved quickly to 5 and is rolling out across the network.



25%

Over 25% for Full Service bookings

45%

Combination bookings over 45%

increase profits gain conquest customers improve retention



Get in touch with SecretService now by phone 0330 400 4431 or by email info@bookmygarage.com.

