



SECRET SERVICE™

SecretService™ as an all inclusive, fully managed aftersales package drove 65% NEW service/mot conquest customers & gave us a colossal 321% ROI. It has exceeded all our expectations.

£197

Average final invoice value

Return on investment

321%

How this Ford Franchise Dealership 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.

66%

Uplift from booked to final invoice value is 66% taking the average booked value to £197 when finally invoiced.

“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”.

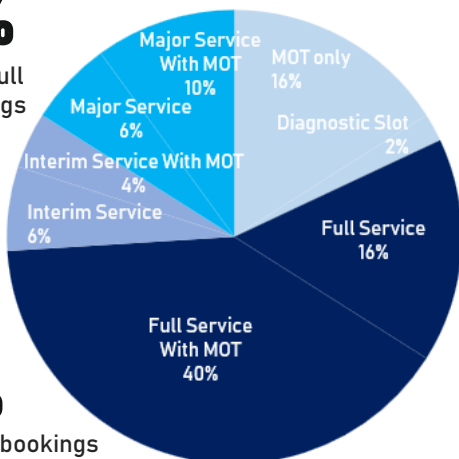
45%

Bookings through BookMyGarage Directory, 55% through online marketing

Overcoming the customer misconception that the Franchise only work on Fords they are at the start of a scalable journey.

56%

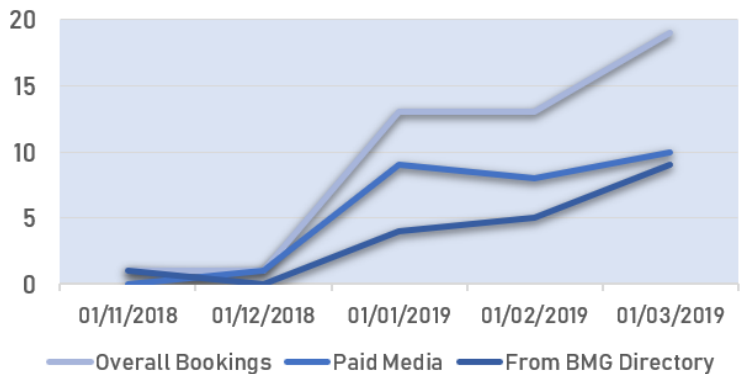
Over 56% for Full Service bookings



54%

Combination bookings over 54%

Booking Volumes



Increase profits Gain conquest customers Improve retention



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

