## Analytics Platform Driving Performance in Parts and Service Departments

Zappone Chrysler Jeep Dodge Ram has been a long-time user of VisionAST's variable operations platform, SalesVision. Mike Pendergast, Operations Director for the group considers himself a super user, meaning he uses the platform as part of his daily routine. "It's the first thing I look at in the morning and the last thing I look at when the day is done. Probably a few times a week from home as well. The easy access to real-time data has driven significant profit in both sales and F&I. Our whole team has access to the platform and they end up holding themselves accountable for their performance."

Most recently, VisionAST launched their sister platform to help dealers analyze their parts and service business with the same simple user interface. Dubbed ServiceVision, the latest release allows dealers, general managers, parts and service directors and their teams to coach performance in real-time. Pendergast was an early adopter of the new offering and the results were almost immediate. "It's created so much competition in the service drive, much more than I anticipated. I can set goals, track month-to-date results for every key metric against those goals and have much more productive meetings and training sessions, personalized for each producers' strengths and weaknesses."

When asked about early results Pendergast was pleased, "I was hoping we could get everyone familiar with the platform and making it part of their routine in the first 90 days. However, within the first 2 weeks I had writers in my office asking how they could improve. The service department is a sales business after all. Guys and gals are competitive and when they can see how they stack up to their teammates they have a natural desire to improve."

*About VisionAST: Founded in 2017, VisionAST provides DMS integrated sales, F&I, parts and service analytics for the automotive, powersports, marine and RV businesses. For more information please call 518-693-4182 or email* [support@visionast.com](mailto:support@visionast.com).