

SERVICEVIEW™

Case Study

Unlocking Brand Loyalty Through
Key Repair Order Data



The Challenge

A leading luxury automotive brand sought to enhance customer loyalty by leveraging service repair order data. While traditional approaches focused on sales trends, the brand wanted a deeper understanding of how service engagement influenced repurchase behavior.

The central objective: Empower dealers to grow brand loyalty and repeat purchases by isolating the most predictive service indicators of customer loyalty and provide dealers with a data-backed road map for action.

This analysis provided a blueprint for **when, how and with whom** dealerships should engage to maximize retention.

While service retention is widely believed to influence sales loyalty, the brand lacked concrete data on **which service behaviors actually drove repeat purchases**.

Were frequent service visitors more likely to remain loyal?

Did recent service interactions improve repurchase rates?

How did repair order spend levels impact future vehicle purchases?

At what mileage thresholds did customers begin considering other brands?

Understanding these behavioral trends would allow the brand to develop **proactive engagement strategies** — helping dealerships boost loyalty before customers defected.



Only 38% of dealers strongly agree they have the tools and analysis they need to understand the available opportunity for new vehicle sales in their service lanes. *

*This survey was conducted online by The Harris Poll on behalf of Urban Science among 3,026 U.S. adults ages 18+ who currently own or lease or plan to purchase or lease a new or used vehicle in the next 12 months (between Jan. 10 to Feb. 4, 2025) and among 254 U.S. OEM automotive dealers, whose titles were sales manager, general manager or principal/vice president/owner (between Jan. 9-30, 2025).

The Data

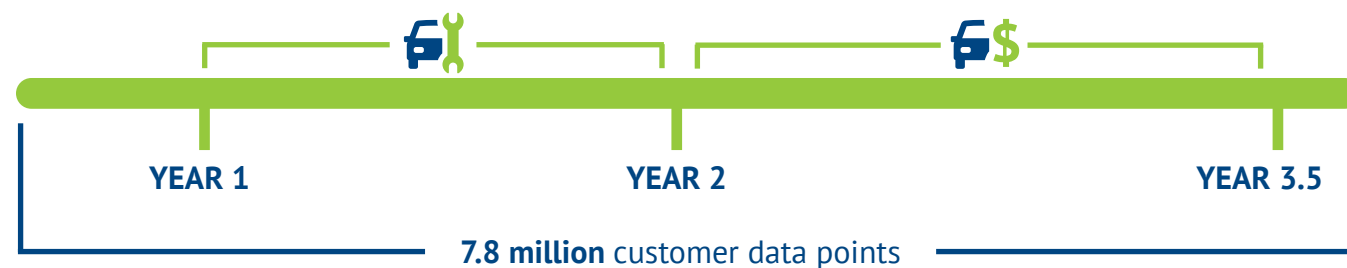
To deliver a robust service-to-sales analysis for the brand, we began with a foundation of:

7.8 million customer data points spanning **3.5 years**, matched to household-level data for accuracy and depth.

Identified **1.09 million households** that had purchased a vehicle in the second year of the timeframe, and analyzed their serviced behaviors in the previous 12 months.

Using our advanced analytical modeling expertise and AI-driven learning, we mined this multi-year dataset of repair orders and sales records to examine hundreds of behavioral and engagement variables – both in and beyond service.

This knowledge gave the brand a clearer understanding of where loyalty is built – and where it's at risk.



THE ANALYSIS SURFACED THE MOST INFLUENTIAL SERVICE-RELATED KPIS IMPACTING SALES LOYALTY:



Customer visit frequency



Time since last repair order



Average repair order spend



Estimated vehicle mileage

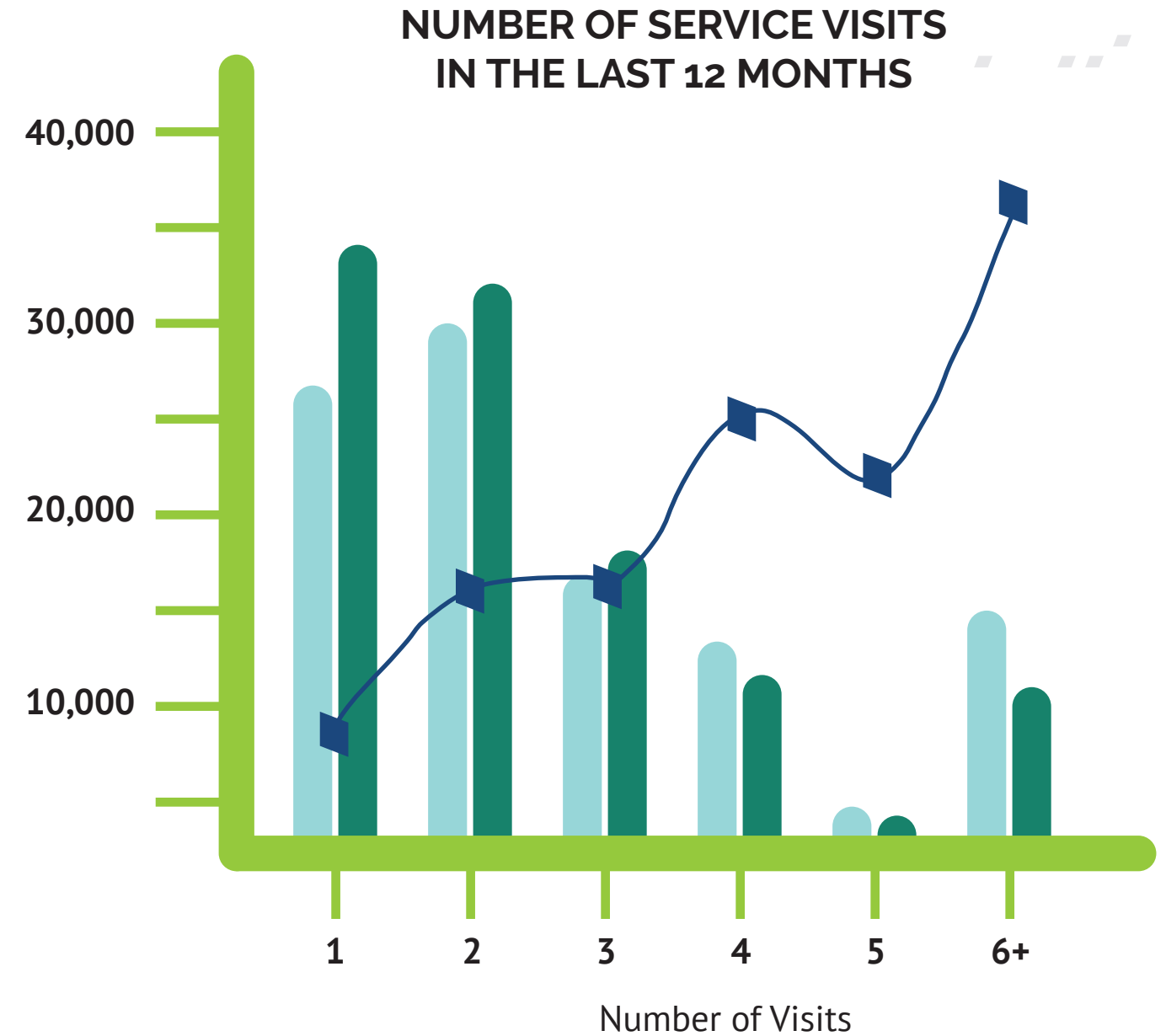


The Analysis and Insights

More service visits equate to higher retention. Customers with **four or more service visits per year** displayed **significantly stronger brand attachment**, proving that engagement is key.

Loyalty deepens with frequency. While four visits mark a clear threshold for increased attachment, the highest levels of brand loyalty are observed among those with six or more visits per year.

 Brand Loyalty  Brand Defect  Loyalty %

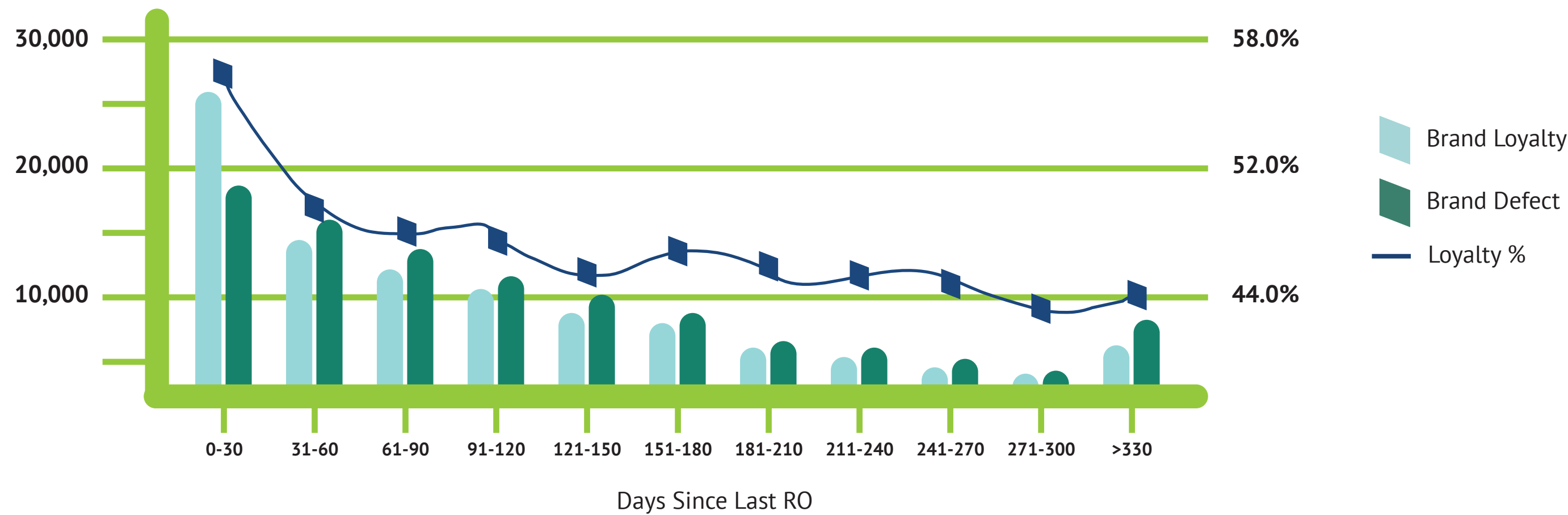


DAYS SINCE LAST REPAIR ORDER

Loyalty decays over time. The **120-day mark** was a tipping point where repurchase likelihood dropped, proving that timing matters for driving loyalty.

- Customers were **most loyal within 30 days** of a service visit.
- Loyalty declined beyond **120 days**, with a **critical drop at 210 days**.

LOYALTY TREND: DECLINE OVER TIME POST-DEALER CONTACT

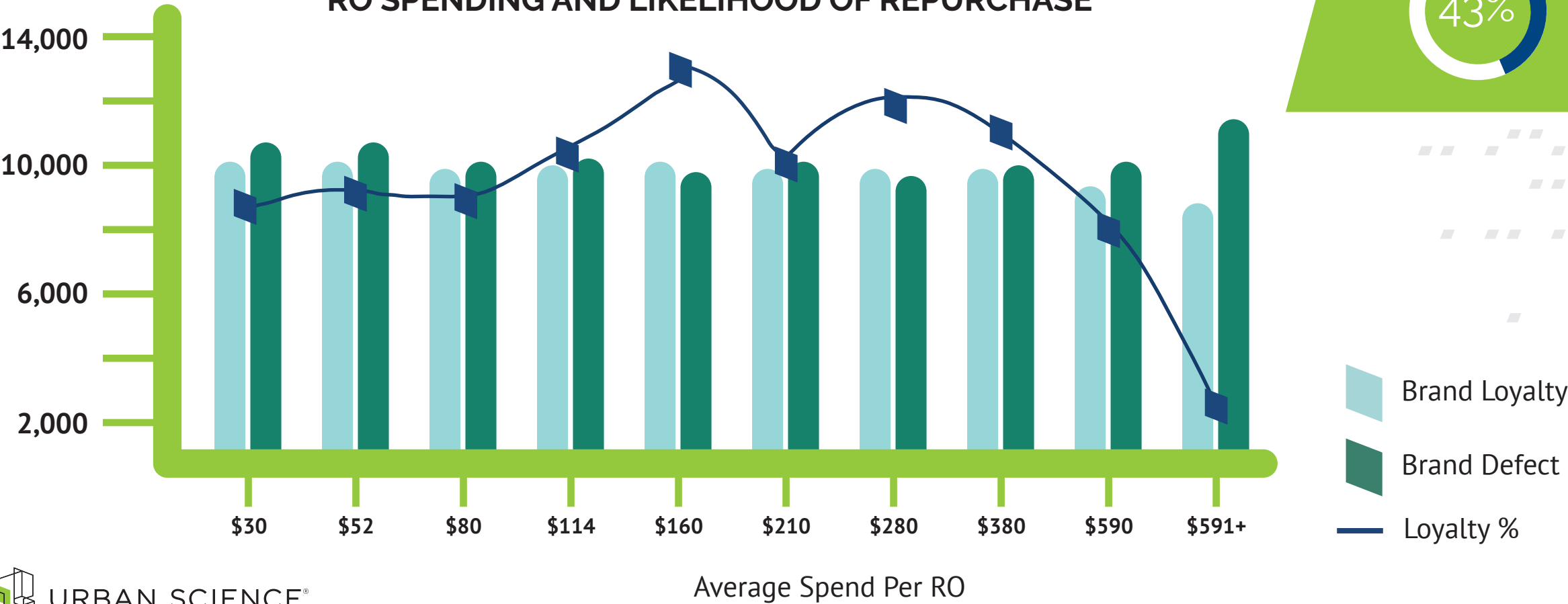


AVERAGE SPEND PER REPAIR ORDER

Cost sensitivity matters. Mid-range spenders were the most loyal, while **high spenders** were the most likely to defect – indicating a need for value-driven engagement.

- Loyalty was **highest among mid-range spenders (~\$160 per RO)**.
- Customers with **high service bills (\$591+)** had the **lowest retention rates (44.8%)**, suggesting potential dissatisfaction with service costs or overall vehicle quality.

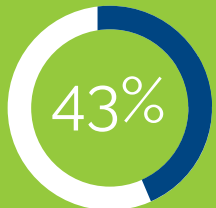
RO SPENDING AND LIKELIHOOD OF REPURCHASE



WHAT CONSUMERS ARE TELLING US ABOUT THEIR DEALER SERVICE EXPERIENCE:



of auto buyers believe that a general repair shop offers better value for the services received.*

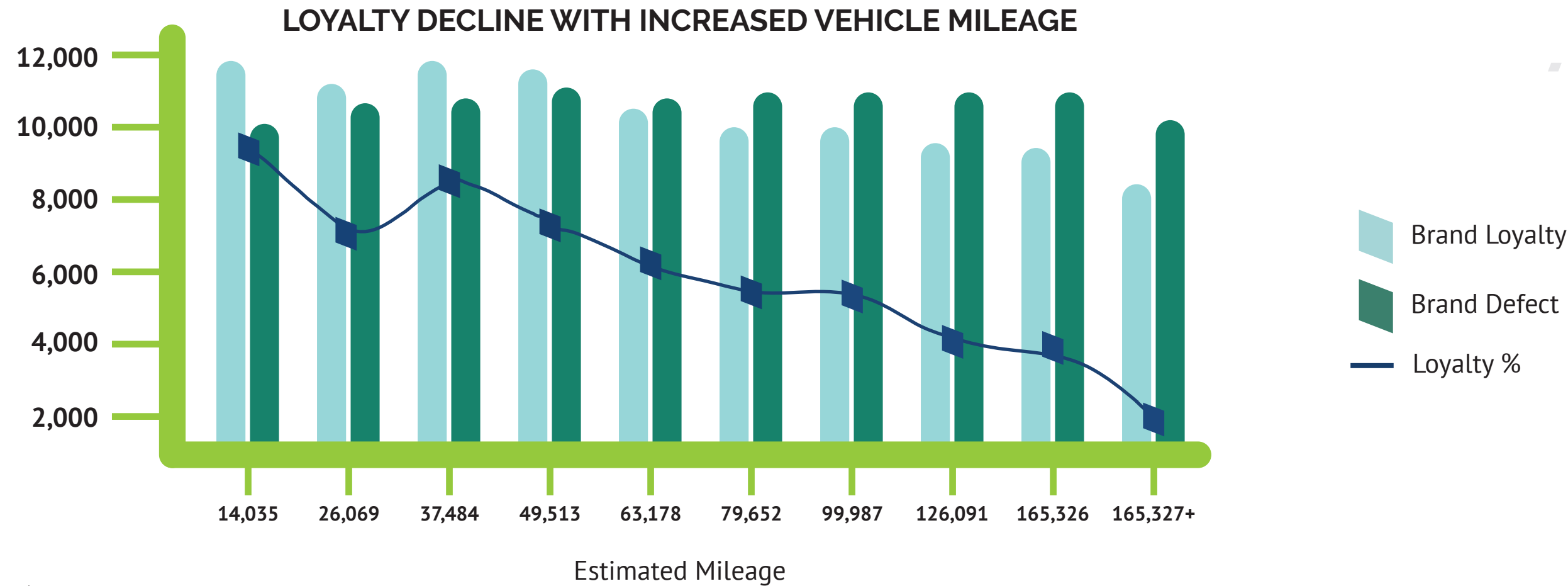


of auto buyers strongly agree that the main reason they service their vehicle at the dealership they purchased from is because the manufacturer offers a free or discounted service package.*

ESTIMATED CURRENT MILEAGE

Mileage impacts repurchase behavior. Customers start **considering alternative brands after 63,000 miles**, making this a crucial intervention window for retaining loyalty.

- Vehicles under **14,035 miles** had the highest retention (54%).
- **Loyalty dipped below 50% once mileage exceeded 63,178 miles** – indicating a transition point where customers may start considering other brands.



The Opportunity

Our analysis uncovered a powerful dual-growth opportunity for the brand — accelerate both service and sales revenue by improving service-to-sales effectiveness.

SERVICE RETENTION POTENTIAL
SMALL GAINS IN SERVICE RETENTION
DELIVER OUTSIZED FINANCIAL RETURNS.

+1% = \$100K

For every 1% point increase in service retention, a brand dealer stands to earn an additional \$100,000 in annual service revenue.

SALES GROWTH POTENTIAL

OUR ANALYSIS ALSO TRANSLATES INTO SIGNIFICANT
ADDITIONAL OPPORTUNITY TO GENERATE REVENUE
BY TURNING SERVICE RELATIONSHIPS INTO REPEAT
VEHICLE PURCHASES.

+1% = \$700K

If each dealer were to sell just 1% more vehicles than the previous year, that would equate to an average revenue gain of \$700,000 per dealer.

OEM Strategic Actions

To support these initiatives, the brand also revised its **retention metric business rules** to better reflect real customer value, including:



Counting **pre-paid maintenance** programs to capture true engagement.



Emphasizing **post-purchase service programs** like variable complimentary maintenance plans to extend the ownership relationship beyond the sale.

To capitalize on the service-to-sales opportunity, the brand took decisive steps to enhance dealership loyalty and profitability across its network:



Defined High-Impact Engagement Windows

Pinpointed key post-service timeframes (0-30, 120, and 210 days) to reengage customers and reinforce brand loyalty when it matters most.



Prioritized Visit Frequency as a Loyalty Lever

Proved that consistent service interactions drive long-term loyalty, prompting dealers to focus on sustained customer touch points.



Activated Pricing Sensitivity Insights

Equipped dealers to tailor service offerings with pricing strategies designed to reduce churn and boost retention.



Identified Mileage-Based Defection Risks

Established proactive intervention points based on vehicle mileage to address and prevent potential brand defection before it occurs.