Service Drive

Complete Dealer Guide

Step-by-Step Walkthrough

PRODUCT OVERVIEW

What is AutoHub Service Drive?

Service Drive is AutoHub's standout product — an automated, non-intrusive texting tool that targets customers *already at your dealership* for service. The moment a Repair Order (RO) is opened, Service Drive evaluates whether that customer's vehicle meets your dealership's custom criteria. If it does, an automated text is sent on your behalf, starting the conversation before your team even has to lift a finger.

Think of it as casting a wide net over every service customer.

Every vehicle that rolls through your service lane is automatically screened. Those that match your criteria — mileage, model year, clean title, and more — receive an outreach text 5 minutes after their RO opens. You set the filters. AutoHub does the work.

Why It Works

Most service customers aren't thinking about selling their car — they're just in for an oil change or routine maintenance. Service Drive creates an opportunity that wouldn't otherwise exist by initiating the conversation automatically, at the right moment, in a non-intrusive way. The result: more "hand-raisers" identified, more leads worked, and more acquisitions that would have walked out the door.

Key Benefits at a Glance

✔ **Automated outreach**	No manual effort needed to start the conversation
✔ **Customizable filters**	You control who gets contacted based on your inventory needs
✔ **AI Co-Pilot backup**	Smart follow-up when your team can't respond in time
✔ **Built-in appraisal tools**	Base valuations, deductions, and bonuses in one place
✔ **Customer View**	Present your offer directly to the customer.

HOW IT WORKS

The Service Drive Flow: Step by Step

From the moment a customer pulls into your service lane to a potential vehicle acquisition, here is exactly how the process unfolds.

1

RO Opens — Automatic Screening Begins

The moment a Repair Order is opened in your DMS, AutoHub receives a signal and immediately screens the customer's vehicle against the eligibility filters you've configured (e.g., below a certain mileage, specific model years, clean title requirement, etc.).

2

Automated Text Sent — 5 Minutes After RO Opens

If the vehicle qualifies, AutoHub automatically sends the customer a non-intrusive text message 5 minutes after the RO is opened. The message introduces the opportunity and asks if they'd be open to a value offer — no pressure, no phone calls.

3

Customer Responds 'Yes' — They Become a Hand-Raiser

When the customer replies with a 'Yes,' they opt into the conversation. A lead is immediately created in the AutoHub platform. These customers have self-identified their interest — they're your warmest opportunities.

4

Offer Sent — 5 to 10 Minutes After 'Yes'

Once the customer says yes, an automated value range offer is sent 5–10 minutes later. This intentional delay is by design — it feels more human and less automated to the customer. The conversation is now warm and ready for your team to step in.

5

Your Team Jumps In — Within 10 Minutes of the Offer

This is the most critical step. As soon as the offer is delivered, your team should jump into that conversation. Timing is everything — the customer is in your building, engaged, and expecting a response. The goal is to greet them in the lounge, inspect the vehicle, and move toward an appraisal.

6

AI Co-Pilot Activates — If No Response Within 10 Minutes

If the customer replies to the offer and your team hasn't responded within 10 minutes, the AI Co-Pilot automatically takes over to keep the conversation moving. A red dot indicator will appear in the platform to alert your team that the AI is active in a conversation.

7

AI Nudge Sent — 24 Hours After Last Message (If No Reply)

If the customer goes silent after receiving the offer and nobody from your team reaches out, the AI Co-Pilot will send a follow-up 'nudge' text 24 hours after the last message to try and re-engage them. The goal is always to get your team in before it reaches this point.

PLATFORM NAVIGATION

Navigating the AutoHub Portal

The AutoHub portal is organized into three swim lanes. Here's what you'll find in each section and how to use them effectively.

Left Lane

Lead List & Queue

Your list of active leads from the service drive. Each lead card shows the customer name, vehicle, current status, and last activity. Use this to monitor and prioritize who needs your attention right now.

Middle Lane

Conversation + Appraisal Tools

The heart of the platform. You'll see the full SMS conversation thread with the customer at the top. Customer info is pulled directly from the RO. Below, you can work the appraisal in real time — add base valuations, apply deductions (damage, high mileage, etc.), and add bonuses to build your offer.

Right Lane

Valuation Tools

A set of tools to help you determine the vehicle's true market value. Most importantly, CarFax is available here — use it to verify the vehicle's history and inform your eligibility filters. If your store is a CarMax Max Offer dealer, you'll also see the CarMax appraisal and can generate a competitive offer directly from this panel.

LEAD STATUSES

Understanding Lead Statuses

Every lead in AutoHub has a status that tells your team exactly where it stands. Keeping statuses updated is critical for staying organized and ensuring nothing gets missed.

	Status	When to Use
	Lead	The default status when a new hand-raiser is created. The customer has opted in but your team has not yet engaged.
	Pending	You are actively working this lead. Use this once you've begun engaging the customer and the conversation is in progress.
	Finalized	You have completed the appraisal process with the customer — a final number was presented and/or an appointment was set. The deal is moving forward.
	Follow Up	Set a reminder to re-engage this customer at a future date. Use this when the customer said they need time, or you want to circle back after a few weeks.

🔴	**Rejected**	Use sparingly. Only mark a lead as Rejected when there is absolutely no path forward — the customer is uncooperative, the vehicle was flipped, or the lead is definitively dead.

A Note on CRM Integration

Leads will **NOT** automatically push into your CRM. This is intentional. Service Drive customers are not expecting a call or email — they're in for service. Automatically flooding your CRM with these leads risks tanking CSI scores and damaging the customer relationship. However, if a customer has a set appointment or has expressed strong buying intent, you can **manually push that lead into your CRM** directly from the AutoHub portal to continue working it through your standard sales process.

BEST PRACTICES

Best Practices for Working Service Drive Leads

The dealers who see the most success with Service Drive share one thing in common: **they stay in the conversation.** Here are the habits and techniques that separate good results from great ones.

1. Respond Fast — Time is Your Edge

Your customer is in your building right now. That's your biggest advantage. The window is short — once they finish their service appointment and drive away, your leverage drops significantly. Aim to jump into the conversation within minutes of the offer being sent. Go find them in the service lounge, introduce yourself, and start the conversation in person.

2. Remember: Most Customers Are Not Ready to Sell Today

The majority of service drive customers came in for an oil change — not to sell their car. You will get more "no's" than "yes, here are my keys." That's completely normal and expected. The win is in the follow-up. Think of every "no" as a future "yes" that just isn't ready yet. Stores that consistently send one more message after every no convert those leads to acquisitions at a dramatically higher rate — sometimes weeks or months later.

> **PRO TIP**
> A good month becomes a great month when you're converting opportunities that would have otherwise walked out the door. Service Drive is not just a quick win tool — it's a pipeline builder for your used inventory.

3. Follow-Up Scripts That Work

When a customer doesn't respond or says no, keep the door open with a non-pushy follow-up message. The goal is to re-engage without adding pressure. Here are some proven examples:

Script Name	Message	When to Use
Service Check-In	*"Hey [First Name], is your [Vehicle] still down in service? I'd love to go take a look at it myself."*	Great opener to get the in-person conversation started while they're still on-site.
High Demand Angle	*"Hey [First Name], pre-owned [Vehicle Model]s are in high demand right now. I'd love the chance to see yours — what would need to happen today for you to consider it?"*	Creates urgency without pressure and opens the door to negotiation.

Intent Clarifier	*"Hey [First Name], were you just curious about the value, or are you actually considering selling or trading?"*	Gives the customer two easy options and tells your team exactly how to proceed.
Objection Digger	*"Hey [First Name], what didn't quite line up for you with the offer?"*	Surfaces the real objection so you can address it directly.
Number Bridge	*"Hey [First Name], if we got closer to your number, would you be open to moving forward?"*	Perfect for customers who said the offer was too low — opens the negotiation.

HANDLING OBJECTIONS

Common Objections and How to Handle Them

When you meet with a customer in person or continue the text conversation, you'll encounter predictable objections. Here's how to address each one confidently.

Customer Says...	Your Response
"Not right now"	Set a future follow-up expectation. Let them know you'll keep them updated on incentives, pricing, or inventory changes. Use the 'Follow Up' status and set a reminder to circle back in 60–90 days. Keep customers engaged so they think of you first when they're ready.
"The offer is too low"	Explain that the value range is a baseline — a personal in-person inspection often results in a higher offer. Ask what they were expecting and why, then use supporting market data to justify your number and demonstrate value.
"I owe more than that"	Negative equity is common and not a dealbreaker. Explain that you can often roll it into a new deal using rebates, loyalty offers, and favorable financing terms to absorb the difference. This opens the door to a trade-in conversation.
"I got a better offer elsewhere"	Ask clarifying questions: Was it a physical appraisal? Was it tied to a purchase requirement? What was the exact offer? Often, competing offers don't hold up under scrutiny. Recheck the details and make sure your offer is genuinely competitive.
"I'm just curious / not interested in selling"	That's perfectly fine. Thank them, plant the seed, and use the 'Follow Up' status to re-engage in a few months. Leave a note about their situation so you have context when you reach back out. Your competition probably never even had this conversation.

IN-PERSON APPRAISAL

Meeting the Customer In-Person

When a customer engages and you're ready to move toward an appraisal, here's how to approach them in the service lounge and guide the conversation:

1. Approach them (likely in the lounge) and introduce yourself.

2. Ask: *"Would you consider selling or upgrading if the offer is right?"*

3. Ask: *"What do you like — or dislike — about your current vehicle?"*

4. Ask: *"Are you financing or leasing? What's your current monthly payment or payoff?"*

5. Ask: *"Have you sold to a dealer before?"* — Then explain the advantages: instant payment, no service bill, no DMV hassle, same value whether selling outright or trading.

6. Show supporting market data that demonstrates your offer is above market or better than what they'd get selling privately.

7. Conduct the vehicle inspection and update the appraisal in AutoHub in real time.

Always Remember

✔ Stay responsive — never leave a customer 'on read.'

✔ Update statuses and leave notes after every interaction.

✔ Engagement and conversion go hand in hand.

✔ Follow-up is the name of the game. One more message can make all the difference.

QUICK REFERENCE

Service Drive Quick Reference

The Flow at a Glance

1. RO Opens → Vehicle Screened Against Filters
2. Qualifies → Auto-Text Sent (5 min after RO)
3. Customer Says 'Yes' → Hand-Raiser Lead Created
4. Value Range Offer Sent (5–10 min delay)
5. Your Team Jumps In → Go Find Them in Lounge
6. No Response Within 10 min → AI Co-Pilot Activates
7. 24-Hour Silence → AI Sends Nudge Text

Status Cheat Sheet

Pending — Actively working the lead

Finalized — Final # presented / appt set

Follow Up — Reminder set to re-engage later

Rejected — Dead lead only (use sparingly)

Golden Rules

■ Respond within 10 minutes of the offer being sent.

■ Never leave a customer on read — the AI Co-Pilot will activate if you do.

■ Send at least one follow-up message after every 'no.'

■ Update statuses and leave notes after every interaction.

■ If they're still in the lounge — go find them in person.

■ Use CarFax to validate eligibility and inform your offer.

■ Don't auto-push leads to CRM — protect CSI scores.

Filters You Can Set

- Maximum mileage threshold
- Model year range
- Clean title requirement
- Specific makes / models
- Any other criteria matching your inventory needs