

VOLUME I, ISSUE I

MOBILE

Magazine

THE ART & SCIENCE OF MOBILE SERVICE

IN THIS ISSUE:

- Sustainable Training
- Max-Efficiency Scheduling
- America's Fastest Upfitting
- World Class Recall Harvesting
- Clean Oil Change

**NEXT >
LEVEL**

America's Mobile
Service Authority





LETTER FROM THE EDITOR



"That's the **DUMBEST** idea ever" I muttered to myself when my good friend and mentor Al Longo invited me to join the Ford Mobile Service Team as a Launch and Field Trainer. It's January 2020 and after 25 years as a Fixed Ops Director in large volume Tampa Bay Dealers, I am more than a little toasty. So I said "Al, that's a terrible idea, when do I start?" I didn't realize it at the time, but this was the dawn of modern Mobile Service and looking back I guess I am what's considered "O.G" in Mobile world. In this magazine we celebrate other famous 'Dumb Ideas". On page 4, I reflect back on consumer experiences so out front, they were considered CRAZY. Until they weren't. For any of you non-believers of Mobile Service, I ask you to suspend your disbelief and look to the future. If you are already operating Mobile Service, consider this collection of the products and services built on field experience and feedback from my Dealers. My best hope is all who read this magazine discover a valuable takeaway for their business. **I don't profess to be the smartest guy in the room. Just ALL IN.**

John Schmidt

FOUNDER, MOBILE NEXT > LEVEL



HEAR FROM OUR DEALERS



"John's guidance has been crucial to our Mobile Service success. It's constantly evolving. Having John's expertise tied into our processes keeps us nimble and on the front edge of these changes."

Don Wessels
Chief Operating Officer
Woody Anderson Ford



"John is one of the most engaging and compelling speakers I've encountered. His expertise in Fixed Ops is truly unparalleled. Our collaboration has been invaluable to our Team."

David Cerquiera
Fixed Operations Director
Benzel Busch Mercedes-Benz



"We use Next Level's GEOTECH Mobile scheduler in our stores. It has the most efficient routing bar none. With GEOTECH we cut driving time by 32%. There's nothing else on the market that can do that"

Jay Gerena,
Director of Remote Services
Long Lewis Automotive Group

**"Time is the
NEW luxury
currency"
-unknown**

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SOME THINK **OUTSIDE** OF THE BOX



SOME **SMASH** THE BOX



WE NEVER **HAD** A BOX

THAT'S NEXT > LEVEL

NEXT > LEVEL BY THE NUMBERS

1

AND ONLY Automotive Consulting Agency dedicated *exclusively* to Mobile Service

1

AND ONLY Consultant "behind the curtain" as a Dealer Performance Coach, Workshop Facilitator, and Program Content Provider to the two largest OEM Mobile Service Programs in America

7

OEM Brands served by NEXT > LEVEL as Mobile Service Subject Matter Expert

300+

Number of Mobile Service Dealer Training Events and Workshops delivered since 2020

1

STARBUCKS COFFEE



INITIAL PUBLIC RESPONSE

"Whattt??? \$5 bucks for a cup of coffee? Are you nuts? I can get a cup of coffee at the diner for \$1!!"

SINCE THEN

Starbucks curates a "third place" - a cozy, upscale place between home and the office, where folks from all walks of life (mostly rich people and poseurs) congregate with laptops to work and relax. The logo becomes a luxury status symbol. Turns out \$5 a day for a cup of coffee is pretty cheap for status, office space and good people watching.

THIS DUMB IDEA MADE \$36 BILLION IN REVENUE IN 2023

2

ONLINE SHOPPING



INITIAL PUBLIC RESPONSE

"I ENJOY shopping. Clipping coupons, comparing prices, being able to see and touch what I buy. I don't trust buying things online. What if they steal my credit card information? What if I need to return something? How long will I have to wait for delivery? I can go to the store and take my purchase home TODAY. It's a no-brainer."

SINCE THEN

The retail road is littered with Dinosaur carcasses of retailers who did not embrace the online purchase/home delivery model. Iconic American brands Kmart, Sears, and Circuit City just to name a few. A word to the wise. Every retailer striving to remain viable and relevant MUST eventually provide online sales/home delivery.

THIS DUMB IDEA ACCOUNTS FOR 19.4% OF ALL RETAIL SALES

3

NETFLIX



INITIAL PUBLIC RESPONSE

"Our family LOVES Blockbuster and as soon as everyone gets home, we speed down there. I stay outside by the drop box and hover for new releases. My wife is stationed by the counter, near the guy checking movies in from the drop box. Late fees? Yeah, they are annoying. But we would rather pay the late fee than give up the movie we didn't have time to watch."

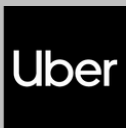
SINCE THEN

Netflix unsuccessfully tries to sell the company to Blockbuster in 2000 for \$50 million. In 2007, they transitioned to a streaming service model that quickly brought Blockbuster to their knees.

THIS DUMB IDEA NETTED \$5.4 BILLION IN PROFIT IN 2023

4

UBER



INITIAL PUBLIC RESPONSE

"Didn't your Mama teach you anything? I'm not getting into a stranger's car! At least taxicabs are the Devil I know."

SINCE THEN

UBER and LYFT become a global phenomenon, triggering Armageddon for the old school taxicab industry.

THIS DUMB IDEA AVERAGES 28 MILLION RIDES PER DAY

TOP 5 DUMBEST IDEAS EVER

5

MOBILE SERVICE



INITIAL PUBLIC RESPONSE

"Dumbest idea ever. I can't make any money in my shop on oil changes and recalls as it is. Why would I spend \$150K on a van to change oil in my customer's driveways? There is NO way this can make money, none of my customers are asking for it, and what about oil spills?"

SINCE THEN

Dealers are realizing a substantial increase in parts and labor sales, capacity, throughput, CSI, commercial fleet business, recall penetration and maintenance retention. Additionally, they have slashed loaner expense and shop carryovers. For the most advanced Dealers Mobile Service repair orders account for as much as 30% of their total RO count. The sky is the limit!

YOUR NEXT DUMB IDEA IS AT WWW.MOBILENEXTLEVEL.COM

WHY IS MY VAN UPFIT TAKING SO LONG?

Dealers are routinely told "12-16 weeks" for a Mobile unit upfit. Often, actual time is longer. So... why IS that? There are two main reasons: First, these are boom times for Upfitters. The whole world has gone to home delivery. Upfitters are major recipients of this windfall. They can afford to make customers wait. Secondly, Dealer's Mobile Service Units are a modest portion of their business. They also build trucks for many other big businesses such as Amazon, Kroger and large aftermarket tire & auto service providers. Think about it.... if you have a 50-unit order from a national tire chain or a 1-2 unit order for a Dealer, who is getting priority? At Rapid>Fit we are in the DEALER business. We build ONLY Dealer Mobile Service Units. We sell to sell again. A positive upfit experience turns into future coaching or software business. That's why we have a 30-day standard for order to completion. Our Dealers are TOP PRIORITY. THAT'S Next>Level.



MEET YOUR **ONE STOP UPFIT SHOP**

SUPPORT

We will guide you through the process from enrollment to approval to subsidy (if applicable)

SIMPLICITY

We are your ONE source for the design, equipment, tools and installation. We handle it ALL for you!

SAVINGS

Priced THOUSANDS less than industry standard packages

SPEED

Our average order-to-build completion time is 30 or LESS!

SUPERIOR

The quality of AGA equipment and our fit and finish is second to NONE

INNOVATION

Our field experience brings you the very latest innovations for improving EV range, ICE MPG, safety and Technician efficiency. **We also offer the Tire/Oil Change Combo Van!**

FLEXIBILITY

We are the ONLY Upfitter offering the choice of ON-SITE installation at YOUR DEALERSHIP or installation center



PROUD PARTNER OF

AGA Tools
& PRODUCTS
MADE IN USA 

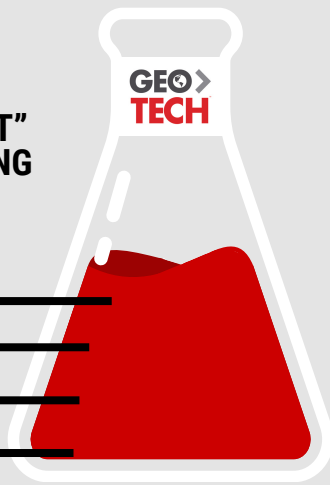
**READ ABOUT OUR
'CLEAN OIL CHANGE'
ON PAGE 9**

MEET OUR GAME >

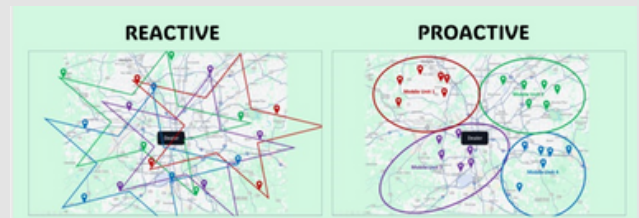
OUR LEADING EDGE TECH

"THE SECRET INGREDIENT" APPOINTMENT CLUSTERING TECHNOLOGY (ACT) +

- ETA Calculation
- Route Optimization
- Appointment Limiters
- Automatic Tech Dispatch

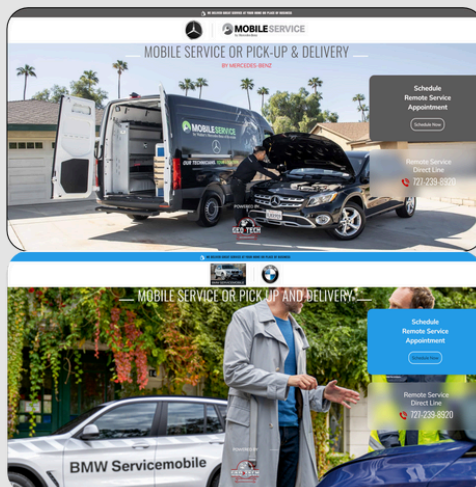
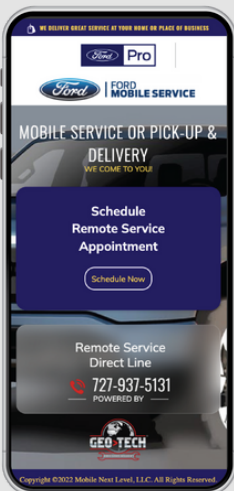


SCHEDULER LOGIC



- **Exclusive** GEO>ZONE/ACT Technology
- Patent-Pending Algorithm
- Cuts Technician Driving Time and Miles by 25-32%

USER INTERFACE



- Unique URL for each Dealer
- Semi-Customizable Landing page and colors for each Dealer
- Customer-facing QR promo code or click through from Dealer's Website
- Internal Scheduling Tool for Dealer MS Coordinators or Third-Party BDC
- Access from PC tablet or smartphone
- Remote Service Dual Interface: Schedule Mobile AND PDEL from the same portal.
- Super intuitive process with MINIMAL training required to set the PERFECT Mobile Service appointment EVERY TIME

CHANGING TECH

BI-DIRECTIONAL INTEGRATION

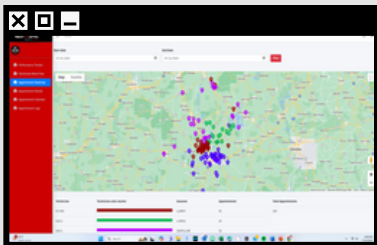


WITH THESE DEALER DMS:

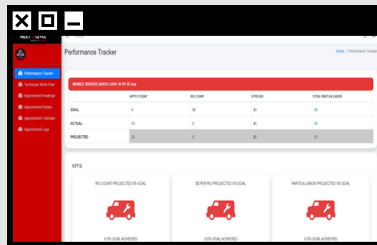


*Currently contracted to integrate with these DMS Q3-Q4, as well as DealerBuilt. CDK coming soon.

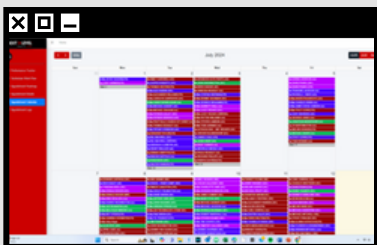
DEALER DASHBOARD FEATURES



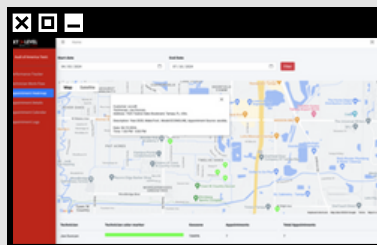
Appointment Heatmap



Forecasting Tool & Performance Tracker

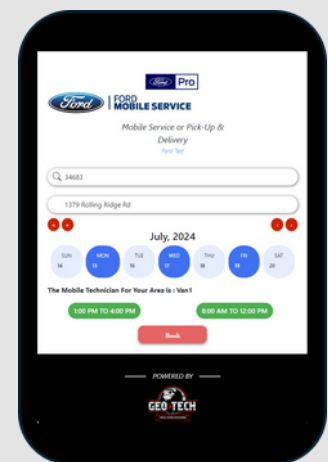


Appointment Calendar



Technician Locator

**GOT 5 SECONDS?
ASK ADDY!**



MOBILE U >

Four great ways to learn - choose from our menu below:

1. VIRTUAL CERTIFICATION COURSES

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



MOST AFFORDABLE & SUSTAINABLE



20 VIRTUAL COURSE CURRICULUM:

- Financials: Profitability calculations, KPI's, and forecasting
- Max-Efficiency scheduling and routing
- Business Development: Commercial Fleet, DMS, Recall and Maintenance
- Recruiting, Compensation, and Retention
- Process Development: All steps
- Mobile Friendly Menu Development
- MPI and Additional Sales: Process and Strategy
- Seamless Mobile Service / Pick-up & Delivery
- Recall Harvesting
- Technician Mobile unit equipment discovery
- Elite Dealer Best Practices

COURSE FEATURES:

- Weekly 30-60 minutes
- Recorded Material & Live Instructor
- Certification Post-Test
- Individual Dealer or Mixed Group

2. BOOTS-ON-THE-GROUND TRAINING

ON-SITE AT YOUR DEALERSHIP
FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



IMMERSIVE & TRANSFORMATIVE



BEST FOR:

- Initial Program Launches
- Program Reboots
- Leadership Changes
- Mobile Service Team New Hires
- Mobile Unit Vehicle Discovery

THE ULTIMATE EDUCATIONAL PROGRAM

3. WEEKLY REMOTE WEB COACHING

FOR MS CHAMPIONS/MANAGERS, WITH WEEKLY REPORT TO LEADERSHIP

SUCCESS IN FREQUENCY & ACCOUNTABILITY



WHAT WE DO:

- Establish Forecast
- Identify KPI's
- Build Business Plan "The Journey"
- Create Action Plan
- Implement Best Practices
- Month-to-Date Performance Tracking
- Weekly Accountability for Action Items



4. MOBILE PROFIT GROUP

ELITE PEER LEARNING, DRIVING PERFORMANCE IN THE STYLE OF "DEALER 20" GROUPS

AMERICA'S FIRST!



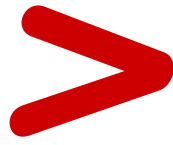
Q4 ENROLLMENT OPEN TO: FORD, BMW, MERCEDES-BENZ, MIXED GROUP

MOBILE PROFIT GROUP FEATURES:

- 6-10 Dealers Per Group
- Monthly Actuarial Report
- Quarterly Remote Summit
- The Most Advanced MOBILE SPECIFIC KPI's Measured and Compared
- Best Practices from Elite Mobile Dealers all over the US



WHY CLEAN OIL CHANGE IS A MUST



1. ELIMINATES OIL SPILLS:

The Clean Oil Change process eliminates the draining of used oil into the open air, eliminating the risk of oil spills.

2. CUSTOMER CONFIDENCE:

Fear of oil spills is a common concern for Mobile Service users. Clean Oil Change can overcome this objection and build customer confidence.

3. COMMERCIAL FLEETS:

Large commercial fleets recognize the safety, speed, and ease of Clean Oil Change and are now demanding it for their units. This can be a dealmaker or deal breaker in acquiring new commercial fleet business or protecting your existing business.

4. RETENTION:

The Clean Oil Change requires special equipment and tools, creating a barrier of entry for your competition and tying your customer to you for future service.

5. SPEED:

Once the initial Clean Oil Change drain plug is installed, all future services can be performed at a fraction of the time spent on a traditional Mobile oil change.

6. DIFFERENTIATOR:

The Clean Oil Change separates you from your competition and gives you a unique selling advantage. This is a powerful marketing tool to generate interest in your Mobile Service business.

7. PROFITS:

Clean Oil Change requires a patented drain plug for each vehicle, presenting a profit opportunity. Additionally, as a provider of the Clean Oil Change, you are not subject to price wars with your local competition and can price your oil change service profitably.

PROUD PARTNER OF

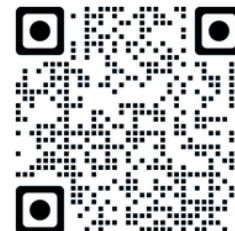


AGA Tools
& PRODUCTS
MADE IN USA



AGA CLEAN OIL SERIES

- The AGA Clean Oil Drain Plug is a direct replacement of the OEM plug
- Oil service are cleaner, faster, and safer when using our products
- Eliminate technicians handling hot oil, oil splashes, and oil spills
- No residual oil drips, no comebacks
- No more stripping oil pan threads
- Reduces the use of harsh chemicals, oily rags and cleaning products
- Become a more sustainable and environmentally friendly company
- Great for mobile service
- For mobile service applications, use with our Clean Oil Caddy/Storage



**LEARN
MORE**



R+

**RECALLS TARGET 2ND / 3RD / 4TH GENERATION OWNERS...
 RETENTION DRIVES CP REVENUE FROM LOST & LAPSED**

Going Above & Beyond Recalls

With a long-standing record of success with comprehensive recall management, Recall Masters has now evolved into a new way of helping dealerships drive revenue and support retention above and beyond recalls. Introducing R+ Premium, the customer acquisition and retention solution dealers have been waiting for. Highlights of R+ Premium include:

- R+ Premium uses best-in-class vehicle owner data to connect 3X more customers and prospects to your dealership than the OEM.
- R+ Premium supports repeat servicing with a targeted retention card effort that broadens the reach to lost and lapsed customers before they defect.
- R+ Premium is a fully-integrated customer lifecycle retention card effort that broadens the reach to lost and lapsed customers before they defect.



The Results for Our Ford & Lincoln Dealers

Data Below Reflects All R+ Premium Activity: Recall Management and Retention Solutions

96+
thousand

Total ROs

\$539
average RO

\$46.1
million

Warranty Pay

\$50.5
million

Customer Pay

8,462
consumers

\$32:\$1

Ford National Average ROI

\$96.5 million

in Service Revenue

Report date: 07/15/2024

INTRODUCING THE NEXT ITERATION OF OUR MOBILE TECHNICIAN APP

NOW WITH A GREAT
NEW DESIGN & MORE
HORSE POWER



FEATURES

- ACT Appointment Clustering Technology
- Automatic Dispatch to Technician
- Best Route Optimization
- Robust Mapping
- 10 Auto-Responder SMS/Email Touchpoints
- ETA Updates Sent to Customer/Dealer
- Meet Your Technician Profile Page
- Click-to-Call or Email from App
- Mandatory 6-photo check-in
- Live Technician Locator
- Build Your Own MPI(s) Mini-Max
- Video & Photo MPI
- Finger Sign

LEARN MORE ON
OUR YOUTUBE
CHANNEL 

