



TimeHighway.com's New Feature-Rich Online Service Scheduling Solution Helps Auto Dealers Increase Service Traffic and Revenue

TimeHighway.com (www.timehighway.com), today announced the release of a new version of its real-time, online service scheduling solution, currently installed in over 450 auto dealerships nationwide. The latest version includes several new features to help service departments increase traffic and maximize the revenue from that traffic, including the ability to display the dealer's service menu to the customer, the ability to prompt the customer for mileage and offer recommended services and the ability to include a customized survey in the pre-CSI thank you email.

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TimeHighway.com greatly improves the speed and efficiency of service scheduling, both for the customer and dealership personnel. All service appointments, including those set on the phone, can be channeled through the TimeHighway system, which is fully integrated with the dealership's DMS system (Reynolds & Reynolds, ADP and Arkona). TimeHighway.com will be demonstrated at the 2009 NADA Conference and Exposition in New Orleans, Louisiana, January 24-27. Visit booth # 5133 and preview these enhancements.

The most recent updates include:

Ability to designate services as wait services: If the dealership doesn't want a customer to wait for a longer service, Wait will not show up as an option when this service is selected.

Ability to designate particular services as available for loaner vehicle: If the service doesn't qualify, Loaner will not show up as an option. Dealership can also set a total service duration to qualify for Loaner - for instance, perhaps 30 minute services do not qualify, but if 2 hours was set as the Loaner qualification and a customer selected 4 - 30 minute services, then Loaner would show as available.

Ability to display the dealer's service menu to the customer: TimeHighway can display the dealership's actual service menu to the customer, which helps build value in the scheduled maintenance services.

Integration with eMenus: TimeHighway also offers integration with the eMenus Automotive System which operates as a model-specific tool that markets factory-required and dealer-recommended services. This solution includes the maintenance and synchronization of op codes, parts, labor hours and up-to-date pricing all based on the year, make, model, engine and drive train. This is a "turn-key" solution for dealership service menus.

Call Center: For dealerships that wish to increase efficiency in service and remove the time-consuming and

non-productive service appointment task from the service advisors, TimeHighway also offers availability of a Call Center to take these appointments. This frees the advisors to spend more time on the drive with customers upselling needed services. The Call Center can also provide service follow up calls, along with service/sales campaigns.

Ability to set up sub-items for diagnostic services: When a diagnostic service is selected, a screen pops up that allows the dealership employee or customer to click on the areas of concern. For instance, if Engine Concern was selected, items from which to select might be: Engine knocks, Engine noise, Engine overheating, etc. These comments are then automatically inserted into the line item comments field and printed on the RO.

Ability to add email address on the appointment details screen: The email address can be added or updated just prior to confirming the appointment. When this is added, the email address will populate in the customer profile. A username and password will automatically be generated and the customer will receive their confirmation email, along with an email making the customer aware of the dealership's online service scheduling tool, providing a username and password, eliminating the need for them to register to create online appointments.

"At TimeHighway.com we recognize that these are especially challenging economic times and the need to increase traffic in our service departments and maximize the revenue from that traffic becomes increasingly more important. To assist with this, we strive constantly to improve and enhance the TimeHighway program," said Karen Dillon, TimeHighway.com President. "We also receive ongoing enhancement requests from our customers and incorporate these when possible. Over the past few months we have made numerous changes to TimeHighway and want to be certain all our customers are taking advantage of them," Dillon added.

TimeHighway.com replaces telephone-based scheduling with Internet technology that enhances the effectiveness and customer satisfaction of the dealership. By scheduling appointments directly through the dealer website, customers make confirmed appointments instantly without call-backs.

TimeHighway.com puts the service department's schedule on the dealership website, making it possible to schedule appointments 24 hours a day, 7 days a week, from anywhere. All appointments are scheduled on the website through TimeHighway.com - both by the dealership and customers. When customers access the dealer website, they select their services, choose from the available appointment times and make their appointment. It is simple, effective, and opens a whole new world for the dealership's customer, creating an electronic "link" for communications never before possible.

For more information visit www.TimeHighway.com, visit Booth 5133 at the NADA Convention & Exposition in New Orleans, email KDillon (at) TimeHighway (dot) com or call Karen Dillon at 239-593-4620.

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