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Bohn Bros. Toyota Boosts Customer Confidence, Service Revenue with eMenus

Hammond, LA – July 5, 2010 – [eMenus Automotive, LLC \(http://www.eMenusllc.com\)](http://www.eMenusllc.com), a leading provider of dynamic service menus for auto dealerships, announced today that [Bohn Bros. Toyota](#) of New Orleans, Louisiana, has added \$7,000-\$8,000 in monthly service revenue by using a web based service menu system that helps control effective labor rates, gross profits and maintains consistency with customers.

“eMenus designed our system with such attention to correct pricing for labor, parts and profitability that it’s very easy to control and manage our effective labor rates and gross profits. The effective labor rate has increased by approximately \$6 per hour since we installed the system,” said Nachy Valledor, Master Certified parts and service director with Bohn Bros. Toyota. “The biggest difference is the consistency we now have; it ensures that we are straight up and honest and follow the correct maintenance plan for each customer’s vehicle. This builds trust and confidence between the customer and employee,” Valledor added.

Bohn Bros, Toyota is the third largest dealership in its market area; it has 16 techs and writes approximately 1,500 Repair Orders per month. Five years ago the dealership was using a “one size fits all” approach with paper menus that quickly became outdated with pricing changes scribbled all over them. Searching for a more consistent and efficient way to service customers, Valledor came across eMenus. “Calculating what was needed for each model year and the various configurations; 4 cylinders versus 6 cylinders etc; was very confusing and getting out of hand. We also wanted to incorporate, based on regional and local driving conditions, such items as chemical flushes, so we could upsell the customer on a legitimate benefit for a better running vehicle. eMenus suggested we establish an improved format for our Toyota factory recommended service and then build an upsell model from there. This system has been incredibly effective,” said Valledor.

Bohn Bros. Toyota now uses a three tiered menu approach which has been very successful in upselling the customer. "Good" is what the factory recommends and nothing more, "Better" is factory recommended service plus chemical flushes and "Best" includes such items as synthetic oil. Currently the dealership sells an average of 250-300 menus per month. 45 percent of those are "Good" while 55 percent are between "Better" and "Best".

eMenus has an op code management system that includes the maintenance and synchronizing of the dealership's op codes, parts, labor hours and up-to-date pricing, based on year, make, model, engine and drive train which proved particularly useful when in December 2009 Toyota updated oil change intervals for 13 different 2010 models from 5,000 miles to 10,000, and made it retroactive. The 2010 models had been on sale for 4 months at that point and it created quite a stir in the industry, "This was a major deal. I don't even want to think about the time and headache involved in recalculating and entering all those op codes without eMenus. They made it so simple; when the factory informed us of the changes, the op codes and menus were done overnight," Valledor said. "It's one of the best things that happened to me. I used to have to sit there and type it all in; a very lengthy procedure that ended with me wanting to throw the keyboard across the floor! Now it's just a simple call or email to eMenus and 15 minutes later it's updated in the system. It frees me up so I can manage the business."

According to Valledor, it is the consistency the system provides that has lead to the increase in profits, "It's removed all confusion and we can sell with confidence. It's magic to show the customer right on the computer screen, and not blindly insist that "you need a transmission flush because you do." We even have videos built inside the program to help explain the benefits to the customer; it looks and sounds better coming from a third party. This system is incredibly profitable, it pays for itself tenfold, but I feel the biggest benefit is the surety the customer gets that it's a true honest recommendation. Its immeasurable how much that brings to our dealership from the customer coming back and buying more service or another vehicle because they believe in our integrity and trust us."