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## **Gullo Toyota Increases Service Department Efficiency, Profitability 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 [Gullo Toyota](#) in Conroe, Texas has increased its effective labor rate 35 percent in the last year with the use of eMenus. The dealership signed up in May 2009 and by the second week of June the effective labor rate had already increased \$11 per hour. It increased an additional \$14 per hour the following month, and today maintains this new level of profitability.

Situated North of Houston, Texas, Gullo Toyota employs twenty technicians and writes approximately 2,300 ROs per month. According to service director Dan Marceau, when he was originally hired in May of 2009, the dealership had no real menu system, but used fixed prices for various service intervals. Each of the five service advisors also had their own favorite photocopied menu with various prices scratched off and updated as parts prices increased, so consistency was a problem, and the dealership was missing opportunities to upsell the customer.

One of the first tools that Marceau installed upon arriving at Gullo Toyota was eMenus, as he had successfully used it in six other stores and found it to be a very efficient, consistent and profitable way to run his service department. "eMenus helps us better manage the service department because it is professional, accurate and consistent. Now, regardless of who is dealing with the customer, the same price is quoted for a specific service. Nothing is done by the seat of our pants anymore. Imagine the confusion figuring out the cost for service for all the year, make and model variations! With eMenus I can create an endless amount of customer service packages. I have 150-250 ops codes, all automated in the system – I'd love to see someone try and type all that in with their ADP or Reynolds DMS," Marceau said.

Marceau finds the dealership particularly benefits from having a web based menu system when the factory suddenly increases parts prices related to menu services, i.e. air filters, cabin filters, spark plugs etc., and appreciates the eMenu 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. "The old style hand out printed menus quickly become obsolete unless you want to cross off the price and write in the new increase – this does not look professional. The only alternative is to wait until they run out and have new one's printed. With eMenu's changes are made and menu's are updated within minutes...how sweet it is! "

The system also saves a considerable amount of time on what was once an interminable task of data entry, "Before it would take weeks to punch all the op code data into the DMS system. Just take one model year of Camry and try and enter every op code description and labor code for every service from 5000-150,000 – it's an encyclopedia – I would have nothing left of my finger tips at the end of that!"

eMenus is entirely web based and designed to be used not just by service advisors but also by employees who may not be familiar with service prices and terms. Gullo Toyota has two employees in their BDC who are now able to deal with any service customer question. For example, if a customer asks why they had to have a particular item done for a 30,000 mile service, the employee can log onto the system, click on any item recommended for that service level and a talk track will appear to help the employee explain the benefits of specific services included in the maintenance package. This information can also be downloaded into a PDF and emailed to the customer for their approval.

Today, Gullo Toyota uses a two tiered menu approach – the Factory and Dealer Plus. According to Marceau the vast majority of his customers chose to be upsold into the Dealer Plus service. "We show the customer what the factory recommends and what we recommend beyond that, along with the explanation and the price, and most customers will upsell. This is partly because we are very comfortable with our Dealer Plus menu. The items have been added in a very ethical and moral way, items we've found the vehicle will need based on time and mileage in our environment. A good example is the cabin air filter. We find they need to be replaced far more frequently than the factory recommends."

Marceau likens the dealership's new set up to the professional approach used by doctors and dentists, "eMenus is so simple and fast to use. We can quickly tell the customer what the next service includes, what the price will be, print it, attach it to the work order and then get them to schedule the next appointment, just like at the dentist's office. We can even print out the next six services. This industry has done a poor job of ensuring the customer schedules the next service. Toyota is pushing us to schedule ahead for next couple of months, with eMenus we have our processes in place to do that."

Marceau is very happy with the difference menu selling has made in the gross profit of his service department, "Calculating the ROI on this would be something. If you figure simple math – 2,300 ROs per month and increase customer pay by more than \$20 per RO. The small monthly fee of \$495 plus \$2995 set up fee versus what I get in return is staggering."