



HOW 24/7 CONVENIENCE REDUCES FRICTION AND IMPROVES CSI IN YOUR SERVICE DEPARTMENT





Trust erodes with every friction point.



Service departments are the most trusted touchpoint in the automotive ownership journey. A quarter of American consumers say they trust the dealership that services their vehicle more than the manufacturer, the finance provider, and even the dealership that originally sold it.

But that trust is shifting. While Boomers express high levels of confidence in dealer service, trust steadily declines across Gen X, Gen Y, and Gen Z.¹ With millennials and Gen Z making up a growing share of vehicle buyers, you can no longer rely on old assumptions about customer behavior. These generations expect fast, transparent communication, digital convenience, and consistency during every interaction at your dealership.

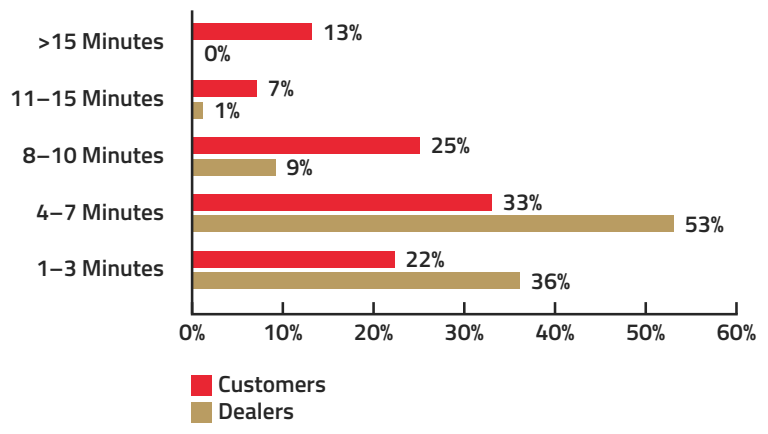
Trust erodes with every friction point: long lines at check-in, repeated requests for basic information, or inconsistent after-hours procedures. Each inconvenience may seem minor, but together they shape how customers view your operation. In this whitepaper, you'll learn about six common friction points and how to eliminate them.

Friction Point #1: Slow Check-in Speed

It's Monday morning, and there's a line of customers waiting to check in and drop off their keys. As the bottleneck grows, your advisors struggle to keep up.

Every minute they spend on manual intake delays higher-value work like approvals, upsells, and customer communication. And according to our data, 53% of dealers said the check-in process takes four to seven minutes per customer.²

On average, how long does the check-in process take?





What else could your advisors accomplish if they didn't have to repeatedly ask for basic check-in details?



What else could your advisors accomplish if they didn't have to repeatedly ask for basic check-in details like contact information, vehicle mileage, service needs, and authorization? If they handle 30 appointments a day, a seven-minute intake consumes more than three hours of their time. During peak times, those numbers climb even higher.

Fast check-in is critical. The longer it takes, the more CSI suffers. Customers are now used to self-directed experiences in retail, travel, and hospitality. In fact, 40% prefer to check in on their mobile device and 33% on a kiosk.³

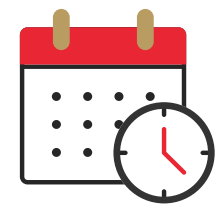
Thinking of your dealership's service workflow, can you answer "yes" to the following?



Can my customers check in on their mobile phone before they get to the store?



Can my customers drop off their vehicle and keys before we open or after we close?



Can my customers come in without facing long check-in lines or other holdups?

If you answered "no" to any of these questions, you have an opportunity to elevate the experience. With busy work schedules and family commitments, customers want options that allow them to avoid unnecessary wait time — like starting the check-in process before arriving and dropping off keys securely after hours.

Self-service check-in does more than shorten lines. It sets the tone for a smooth service visit while giving your advisors more time. An accurate, secure process builds customer trust and enhances the overall experience.

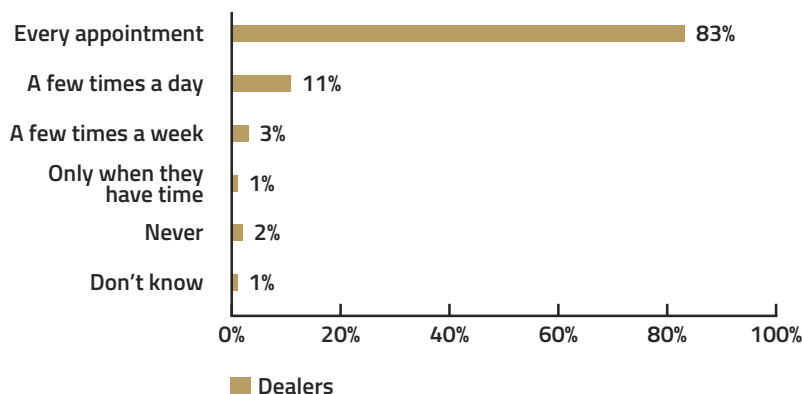
Friction Point #2: Inaccurate Customer Information

When customers bring their vehicles in for service, they're trusting you with one of their most valuable assets. The last thing they want to see is an error in their paperwork. Even a small typo, like misspelling a customer's name, can make them question your professionalism.

Although 83% of service advisors check information at every appointment,⁴ manual verification doesn't guarantee accuracy.



How often do advisors verify customer information?



Each time an advisor manually adds or updates a customer record, errors can occur. To reduce mistakes, your advisors may turn their screen toward customers to verify their information. But this approach can feel impersonal and inefficient.

Customers associate consistent, error-free interactions with reliability. Because trust drives repeat visits and revenue retention, reducing rework and standardizing information is essential. Leveraging your DMS data across all your service systems helps ensure data accuracy while reducing duplicate entries.

Friction Point #3: Inconvenient Payment and Checkout

The repair is complete. The vehicle is ready. Your customer is eager to pick it up and go about their day.

Instead, a line forms at the cashier's desk, where the advisors have to enter payment information for every customer.

These obstacles do more than slow down operations. They interrupt positive momentum built during the visit.

This process doesn't reflect modern payment standards either. Mobile-first payment is becoming the default, with mobile payments representing 57% of global e-commerce as of 2024.⁵

Yet many dealerships' checkout processes remain tied to fixed terminals and centralized cashier counters.

A mobile checkout model allows customers to pay where it makes the most sense — in the service drive, at an advisor's desk, or on their device. Removing physical and procedural constraints shortens transaction times, reduces duplicate data entry, and expedites turnaround times.



Mobile-first payment is becoming the default.





When it comes to your dealership's customer experience, the last interaction matters just as much as the first. A strong service interaction can quickly be overshadowed by a frustrating final step. But a seamless, modern checkout reinforces confidence in your dealership.

Friction Point #4: Limited or Inconsistent After-Hours Options

When service access is limited to traditional business hours, customers struggle to fit service appointments in. Work commitments, family responsibilities, and unpredictable schedules demand flexibility.

Many dealerships attempt to bridge this gap with after-hours drop-off options. However, these processes often lack security and consistency. A traditional key drop box may seem like a simple solution, but customers may be reluctant to use it, since many lockboxes are vulnerable to tampering.

From an operational perspective, traditional night-drop processes often result in bottlenecks due to:

- Missing keys
- Insufficient or unclear details required to start the job
- Illegible handwriting

When critical intake details are missing, service advisors must contact customers for clarification. Back-and-forth conversations hold up the repair process and create frustration before the first wrench is ever turned.

Even when the job itself is performed flawlessly, an inconvenient drop-off or pickup experience lingers. Eighty percent of customers say the experience a company provides is as important as its products and services.⁶ A structured after-hours solution gives customers access to your service department outside traditional hours. A secure key pickup and drop-off option, digital check-in process, and automated confirmation result in:

- Accurate, complete intake information
- Advisor productivity at the start of the workday
- Customer confidence in vehicle safety
- A better overall service experience

Customers gain confidence in your dealership when they have the flexibility they need, while still being assured their vehicle and information are safe. With secure access 24/7, satisfaction increases before the repair even begins.



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Customers expect their vehicle and key to be protected at every stage of the visit.



Friction Point #5: Security Gaps

Security and accountability build customer trust. But manual tracking logs, key pegboards, unsecured storage areas, and night-drop envelopes increase risk.

Customers expect their vehicle and key to be protected at every stage of the visit. If a customer arrives after hours to retrieve their vehicle, only to find it parked on the lot with the doors unlocked and keys left inside, the perception of carelessness can undermine customer trust.

Security vulnerabilities often stem from inconsistency. When procedures vary by advisor, shift, or location, the customer experience becomes unpredictable. Inconsistent controls also expose your dealership to risks such as:

- Limited visibility into key custody
- Incomplete or nonexistent access history
- Increased likelihood of misplaced or lost keys
- Greater liability in the event of damage or theft

Structured key management processes reduce these vulnerabilities. Controlled key access, verifiable audit trails, and standardized drop-off and pickup protocols provide clarity around who accessed a key or vehicle, when, and why.

Security isn't just an internal safeguard — it's an essential part of the customer experience. With secure, consistent processes, you reassure customers that you'll handle their vehicle responsibly.

Friction Point #6: Unmet Customer Expectations and Preferences

Customer expectations evolve alongside technology. Most customers (65%) expect companies to adapt to their changing needs and preferences, but 61% say most companies treat them as a number rather than as an individual.⁷

Communication lies at the heart of this disconnect. A JD Power CSI study reveals that several of the top 10 key performance indicators influencing satisfaction are directly related to how dealerships communicate:

- Fully focusing on customer needs
- Keeping the customer informed of service status
- Service advisor meeting the customer upon arrival
- Post-service follow-ups to confirm customer satisfaction⁸



90% of customers are willing to use a self-service kiosk.



Customers value proactive updates, transparency, and ongoing dialogue. One-way notifications or inconsistent outreach no longer meet the standard.

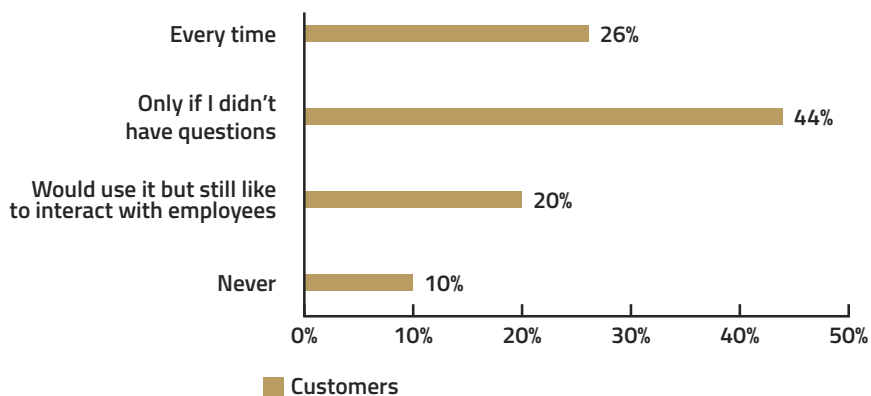
At the same time, customers' preferences for interacting with businesses are shifting. In the U.S., 84% of shoppers like self-service kiosks, and 66% prefer them over staffed checkouts. While adoption is strongest among Gen Z and millennials, it also resonates with a majority of Gen X and nearly half of Baby Boomers.⁹

Although these expectations may seem high, this behavior isn't new. Customers already use kiosks in stores, restaurants, movie theaters, and airports. Those expectations carry over into your service department. They want the ability to independently check in, confirm their information, receive updates, and complete transactions.

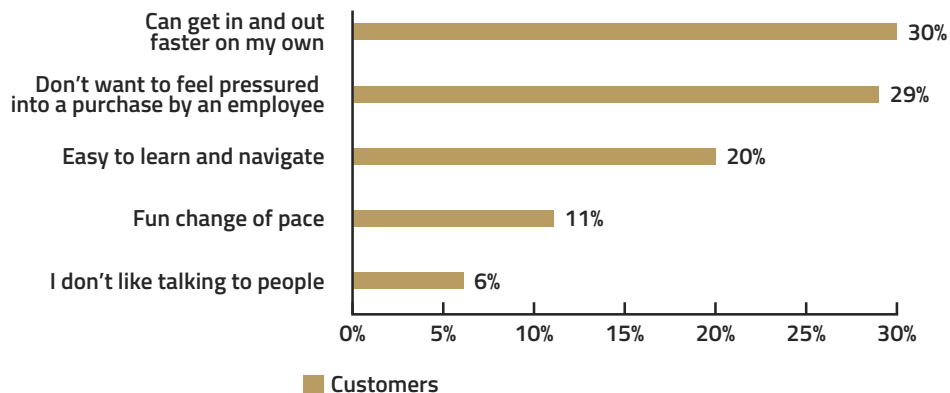
Our research speaks for itself: 90% of customers are willing to use a self-service kiosk, and of those, 70% would use it every time or almost every time they visit. They also expressed interest in mobile payments and after-hours drop-offs and pick-ups.¹⁰

When you meet customers' expectations with a seamless self-led experience, you'll boost satisfaction and cultivate long-term loyalty across every generation.

How likely are you to use a kiosk to check in for your service appointment?



What's the number-one reason you'd want to use a kiosk at a dealership?





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allow customers
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How Self-Led Service Kiosks Remove Friction Across the Entire Visit

Friction points exist across the entire service journey, from check-in to checkout:

- Long check-in lines during peak hours
- Manual data entry errors during intake
- Inconsistent or insecure after-hours processes
- Limited visibility into key custody and security

Addressing these challenges requires a workflow that puts customers in control while enabling smooth operations. KeyTrak service kiosks help dealerships achieve this by integrating convenience, security, and efficiency at every step.

24/7 Service Access

Self-led kiosks allow customers to drop off or pick up keys whenever it's convenient, even outside traditional business hours. The kiosks guide customers through a step-by-step process:

1. Scan their license or a QR code
2. Confirm their contact details and requested services
3. Drop off or pick up their keys in a secure locker
4. Receive a digital confirmation with next steps
5. Complete payment on their mobile device

This digital workflow removes bottlenecks during peak hours, standardizes intake, and ensures consistency after hours without adding labor.

Enhanced Security and Accountability

Key kiosks provide controlled key storage and a digitized intake process, replacing unsecured drop boxes and envelopes. Integrating the kiosk with the KeyTrak Edge for Service key management system provides a complete audit trail, tracking keys throughout the visit.



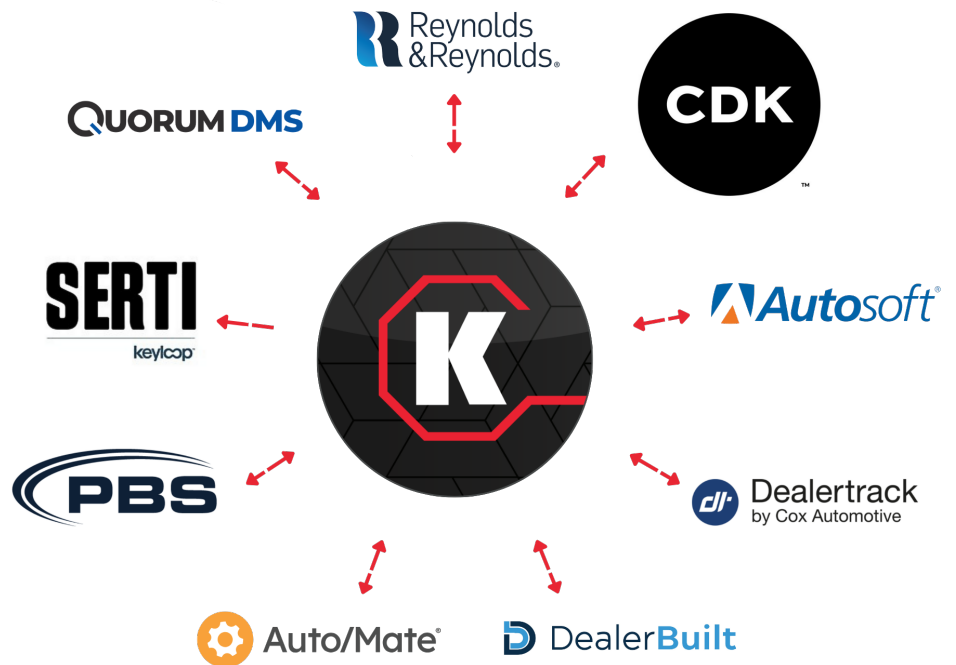
Advisors spend less time retyping information and managing interruptions.



Operational Efficiency

When customers can check in on their own, advisors spend less time retyping information and managing interruptions, freeing them to focus on high-value interactions, service recommendations, and relationship building.

The kiosks seamlessly integrate with multiple major DMS platforms — including Reynolds and Reynolds, CDK Global, and Dealertrack — to reduce duplicate data entry, intake mistakes, and rework.





Expand service accessibility without increasing staffing demands.



Flexible Solutions for Every Use Case

Our kiosk options expand service accessibility for customers during daytime and after-hours operations without increasing staffing demands.



KeyTrak Service 365

The Service 365 is a weather-resistant, outdoor kiosk designed for 24/7 key drop-off and pickup. You can extend your business hours without requiring additional staff, improving CSI and retention.



KeyTrak Service Express

The Service Express indoor kiosk delivers a guided, self-led drop-off and pickup experience in a secure, climate-controlled environment. Extend service access beyond traditional hours while supporting a smooth, advisor-led workflow.



Your dealership can
earn loyalty that lasts.



The Impact on Trust and CSI

Friction at any point in the service process erodes trust. CSI scores reflect how well you meet expectations for speed, clarity, communication, and convenience.

As customers adopt self-led workflows, intake becomes consistent, and your advisors stay focused. From check-in to checkout, the service visit becomes faster, smoother, and more reliable.

By adapting to customer preferences and meeting their expectations, your dealership can earn loyalty that lasts. Embracing self-service kiosks not only improves operational efficiency but also represents a strategic step toward a consistent, high-quality service experience that pays dividends in customer trust and CSI.

Discover more at keytrak.com/service-kiosks.

Sources

- ¹ JD Power
- ² KeyTrak customer survey data
- ³ Reynolds and Reynolds
- ⁴ KeyTrak customer survey data
- ⁵ WorldPay
- ⁶ Salesforce
- ⁷ Salesforce
- ⁸ JD Power
- ⁹ PYMNTS
- ¹⁰ KeyTrak customer survey data



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