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Mopar Helps Dealers Enhance Customer Experience with New Service Capacity Tool

- New Mopar Service Capacity Analyzer assists FCA US dealerships in planning and handling current and future customer service demands
- Dealers can assess their current service capacity, forecast and adjust metrics and implement needed changes
- The new tool enables dealers to improve operational efficiency and customer satisfaction

August 17, 2015, Auburn Hills, Mich. - Mopar is introducing a new "crystal ball" to assist FCA US dealerships in preparing for and predicting the best strategies for enhancing the customer experience, both now and in the future. The Mopar Service Capacity Analyzer is a powerful new online tool that helps dealers to assess, plan and implement changes to the number of technicians, technician hours, stalls and much more to better service customers.

“Providing a great customer experience is at the core of what we do," said Pietro Gorlier, President and CEO — Mopar Brand Service, Parts and Customer Care, FCA. “That is why this year alone we have supported the addition of more than 1,300 technicians, 700 service advisors and 500 service bays in our dealer network, which overall is well ahead of our targets. Now, the new Mopar Service Capacity Analyzer offers dealerships a 'road map' to more efficiently utilize these resources by forecasting customer needs out to 2018 based on dealer-specific parameters."

The algorithm-based Mopar Service Capacity Analyzer allows dealers to adjust physical capacity metrics such as number of technicians/service advisors, technician available hours and stall numbers, to match projected service lane traffic. The dealer can create scenarios and evaluate the changes needed to reach the optimum level of service.

Dealerships can also examine operational efficiency and identify opportunities for improving existing processes and eliminating waste or inefficiencies. A summary page allows quick comparison of how hypothetical plans stack up to current capacity statistics.

Mopar also offers tools to help dealerships implement service capacity changes. The brand is launching a new Service Capacity Guidebook as part of the Service Capacity Analyzer to assist dealers in seizing existing opportunities while avoiding the pitfalls of a crowded service lane.

Additional initiatives designed to expand dealer support of the customer experience include the Technician Warranty Exemption Program and Shop Competency Program, which help dealers become more flexible in workflow throughput. The Mopar Career Automotive Program (CAP) works in partnership with automotive tech schools to provide dealerships with a pipeline for recruiting trained and skilled technicians.

"The customer journey is about Mopar partnering with our dealers to ensure that we have the tools, the people and the plan to continue to serve those who drive us," said Gorlier.

Mopar
Mopar is the global name for Stellantis genuine parts and authentic accessories.

A simple combination of the words MOtor and PARts, Mopar offers exceptional service, parts and customer-care. Born in 1937 as the name of a line of antifreeze products, Mopar has evolved over more than 85 years to represent both complete vehicle care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era with performance parts to enhance speed and handling

for both on-road and racing use. Later, Mopar expanded to include technical service and customer support, and today integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on Mopar is available at www.mopar.com and the newly redesigned Mopar blog at www.blog.mopar.com. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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