

case study



Moritz BMW

Accelerating Customer Service and Cost Savings

Luxury car dealership, Moritz BMW, Cadillac and MINI Cooper, implemented DocuWare to manage its BMW Service department. Aside from reducing paper use and storage, quick access to information is driving the improvement in customer service and impacting the bottom line.

Moritz BMW, Cadillac and MINI Cooper is a second-generation, family owned luxury car dealership in Texas, who strives to provide its customers with exceptional and consistent service, while maintaining the best value and convenience during the buying process.

Documents

In addition to selling vehicles, Moritz services over 2700 cars a month. These repairs are documented by Repair Orders (RO) and billed using Repair Invoices (RI).

Work Process

To maintain vehicle history, Moritz Service Advisors would print and store each RO in a folder indexed by Vehicle Identification Number (VIN). The information was kept for three years, stored in hand-cranked moving file cabinets both on and off-site. The files were accessed close to 100 times a day and significant time was spent updating, searching and managing the information.

Solution Requirements

Moritz's continuous goal to improve customer service, combined with a constant need for more physical storage space, and the desire to securely preserve business data, prompted the dealership to invest in DocuWare's integrated document management solution (IDMS).

Solution

Authorized DocuWare Partner, Precision Products Inc., implemented the DocuWare solution, integrating it with the dealership's management software, Reynolds & Reynolds, and third-party software, Octotools and Brooks RPM, which provided flexibility for both paper and electronic printing needs. Moritz uses Fujitsu 6140 and 5530c scanners to capture paper-based information and stores electronic information directly in DocuWare.

When a repair is needed, a Service Advisor simply creates a RO, prints one copy for the customer and stores an electronic copy in DocuWare. Third-party software, Octotools, works in the background to place a barcode version of the RO number on the top of each document prior to printing. The barcode is used as a match code to automatically pull information from the Reynolds & Reynolds system to fill in the customer name, VIN, and date of

service indexes to store the document. When a customer pays for and picks up their repaired vehicle, the cashier scans the completed RO and RI into DocuWare and uses an electronic "PAID" stamp to close out the process. This automatically routes the documentation to the Accounting and Warranty departments for further processing.

Benefits in Detail

User Benefits

Since integrating DocuWare into the IT system, the dealership's Service Advisors can instantly access a vehicle's repair history for review with the customer, improving customer service.

Department Benefits

The Accounting department is no longer working with paper now that information is processed and routed electronically. Warranty claims are now submitted immediately, improving warranty compensation payments by four weeks, increasing cash flow. Warranty audits are handled quickly and with ease now that auditors can be given access to information via DocuWare.

Corporate Benefits

Moritz eliminated the growing need for physical storage space, providing the dealership with enough office space for two employees. Additional cost savings are being realized from the decrease in printing and pre-printed forms thanks to electronic information.

Pachis De la Garza, the BMW Service Manager for Moritz said, "Our reputation is forged daily by the quality of the interaction with our customers. Employees are now able to look up information on a car instantly, and discuss it with the customer on the spot. Between my six Service Advisors, I've saved 120 hours a month in time formerly spent on document retrieval. DocuWare is a key component in helping my department keep pace with our growing business."



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*Pachis De la Garza
BMW Service Manager
Moritz BMW, Cadillac and
MINI Cooper*

The Task

- Improve customer service
- Reduce physical storage space
- Securely preserve business data

The Benefits

- Instant access to information improves customer service
- Electronic workflow speeds business processes and cash flow
- Savings from reduced printing costs

The Implementation Partner

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