



**Five pillars powering
modern mobile service
excellence**



Beyond the bay: Reinventing automotive service for a mobile world

As our world grows ever more connected, the automotive industry is moving beyond traditional transportation models to deliver mobility experiences that are personalized, on-demand, and seamlessly integrated into daily life. This shift is not just about convenience; it's about redefining how, when, and where vehicle services are delivered. For dealerships, however, this evolution brings a new set of challenges. Persistent technician shortages, long lead times, and communication breakdowns are straining service departments already under pressure to meet rising customer expectations.

Even dealerships that have already rolled out mobile service solutions are finding it difficult to keep pace with growing customer expectations and operational demands. Long wait times, underutilized mobile assets, and inconsistent service quality are common pain points across global OEM networks. Customers increasingly expect real-time updates, digital booking options, and services delivered at their convenience—whether at home, work, or on the go.

To overcome these hurdles, the industry is turning to mobile service solutions. These

programs are not just a stopgap, they represent a strategic transformation. By deploying mobile units equipped for routine maintenance and minor repairs, dealerships can unlock service capacity, reduce operational bottlenecks, and elevate the customer experience. Mobile Service programs can improve customer satisfaction scores, increase revenue per repair order, and even drive repeat visits. Moreover, they offer a scalable response to technician shortages by optimizing workforce deployment and reducing the strain on fixed service bays.



To fully unlock the potential of mobile service programs and deliver experiences that meet the evolving expectations of today's customers, dealerships must embrace a strategic framework that goes beyond operational tweaks. This means adopting five foundational strategies that empower teams to deliver service that is not only efficient but also deeply personalized. From leveraging the right technologies and investing in technician training to crafting competitive pricing models, executing targeted marketing, and tailoring services to local demand, each element plays a pivotal role in transforming mobile service from a convenience into a competitive advantage. These strategies are not just about keeping up - they're about leading the way in a mobility landscape where flexibility, speed, and customer-centricity define success.

In the sections ahead, we'll dive into these five pillars in detail, offering practical insights and proven approaches to help dealerships overcome persistent challenges. By aligning internal capabilities with customer expectations, mobile service programs can become a powerful lever for growth, loyalty, and operational resilience. Whether you're launching a new initiative or refining an existing one, these considerations will help you build a mobile service model that's ready for the road ahead.





01 | **Technology and Training**

The infrastructure behind seamless mobility

Technology and training are transformative forces behind any successful mobile service program. Dealerships must be equipped with more than just mobile vans; they need intelligent systems and skilled professionals to deliver consistent, high-quality service wherever the customer may be.

Robust scheduling tools are essential for managing appointments efficiently, reducing idle time, and optimizing technician routes. When paired with seamless Dealer Management System (DMS) integration, these tools ensure that customer data, service history, and parts availability are synchronized in real time, minimizing errors and enhancing the customer experience. Through integrated scheduling and DMS platforms, early MSX pilots have demonstrated a measurable reduction in service delays and a 36% return-to-dealer rate within 60 days.

Equally vital is technician training. Mobile technicians must be prepared to handle a wide range of service tasks independently, often without the immediate support of a fixed-site team. This requires not only technical proficiency but also strong customer service skills. Recognizing this shift, forward-thinking automotive leaders are making bold investments in workforce transformation. Today, 85% of companies are actively upskilling their technicians to stay ahead of emerging technologies and evolving service expectations. The number of digital upskilling courses tailored for automotive technicians is also on the rise, reflecting the urgency to equip technicians with the skills needed for electric vehicles, connected systems, and mobile diagnostics.



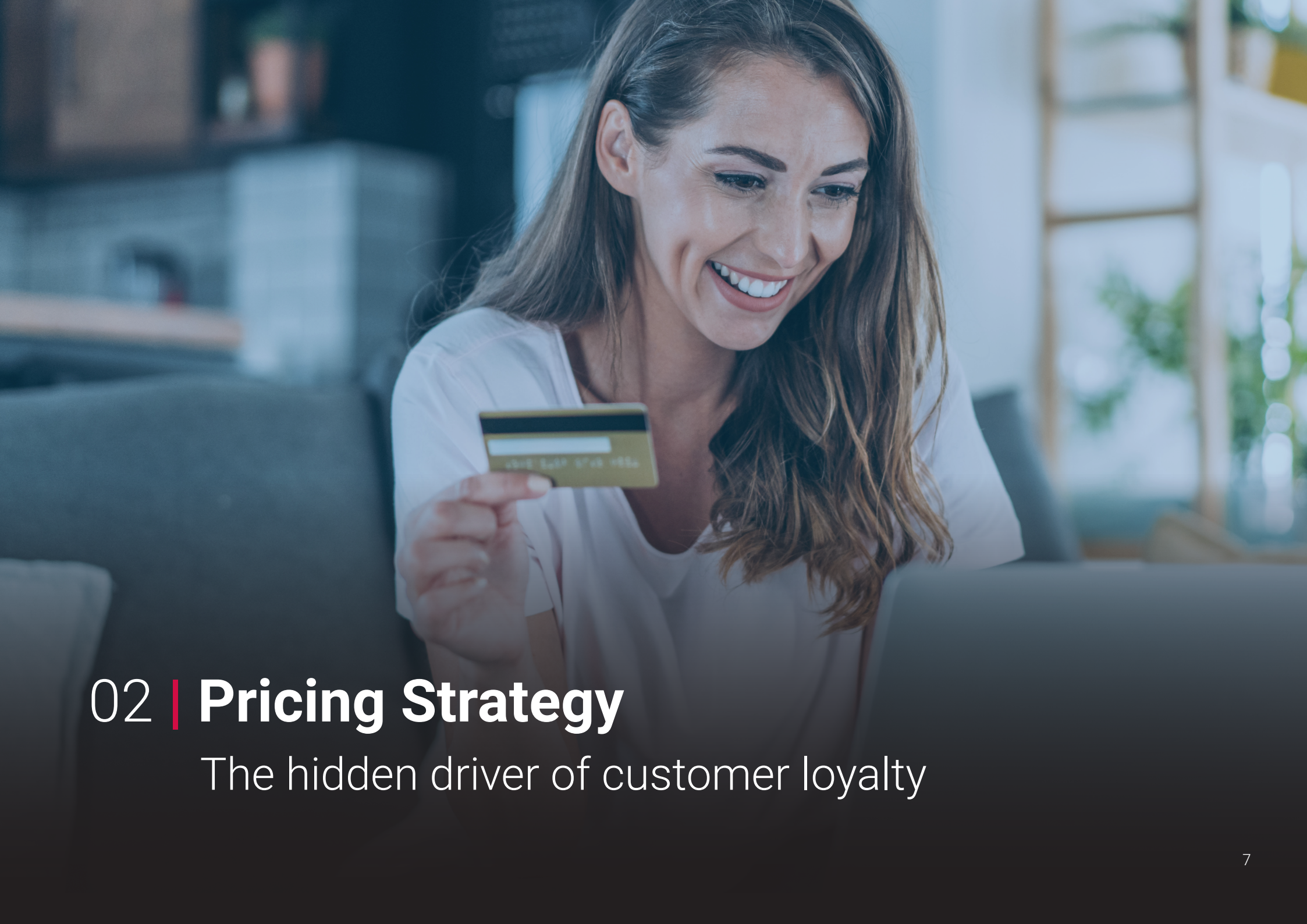


MSX's own rollout of mobile service programs has shown that when technology and training are prioritized, the results are compelling: improved technician productivity, reduced customer wait times, and significantly enhanced satisfaction scores. In one case, mobile units reached route profitability within six months, while after-hours servicing for fleet customers dramatically reduced downtime.

Technology and training are the engine that powers mobile service success. As customer expectations continue to rise, dealerships that invest in these areas will be best positioned to deliver service that is not only mobile, but modern, efficient, and deeply customer-centric.

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02 | **Pricing Strategy**

The hidden driver of customer loyalty

A transparent and well-thought-out pricing strategy lays the foundation for trust, loyalty, and lasting relationships in an increasingly value-driven market. In the context of mobile service programs, where convenience and clarity are paramount, pricing becomes a powerful differentiator. Customers want to know exactly what they're paying for, without hidden fees or unexpected charges. When pricing is bundled and aligned with in-dealer service rates, it simplifies the decision-making process and reinforces the perception of fairness and value.

This alignment is a proven driver of satisfaction. Early results from MSX's Mobile Service program show that dealerships using clear, bundled pricing have seen noticeable gains in customer trust and engagement. These strategies helped reduce friction during service interactions and supported broader customer retention goals.



In the mobility sector, where service interactions often outnumber sales touchpoints, pricing clarity can make or break the customer relationship. McKinsey further reinforces this, noting that consumers spend three times more time engaging with service-related processes than they do purchasing a vehicle.

To meet these expectations, dealerships must adopt pricing models that are not only competitive but also intuitive and easy to

communicate. This includes offering tiered service packages, integrating pricing into digital booking platforms, and ensuring consistency across mobile and in-store channels. When done right, pricing becomes a trust-building tool - one that enhances the customer experience, supports operational efficiency, and drives repeat business.





03 | **Clear Marketing**

Creating demand through connection



Clear, compelling marketing is essential to unlocking the full potential of mobile service programs. While the operational benefits may be obvious to dealerships, many customers remain unaware of the convenience, flexibility, and quality these services offer. That's why targeted, well-crafted outreach is critical, not just to inform, but to inspire action.

Marketing that highlights time savings, doorstep convenience, and dealership-grade service quality can significantly influence customer behavior. Dealerships that have already implemented structured marketing campaigns around MSX Mobile Service programs saw measurable increases in customer engagement and service uptake. These campaigns helped reposition mobile service not as a secondary option, but as a premium, customer-first experience.

The 2025 automotive marketing landscape is evolving rapidly. Research shows that 95% of car shoppers now rely on online resources to gather information, often bypassing dealerships as their first point of contact. This figure highlights the importance of meeting customers where they are—digitally—and delivering a seamless, value-driven message.

To maximize reach, dealerships should adopt a multi-channel approach. This includes social media campaigns that showcase real-life service scenarios, email newsletters with clear calls to action, and in-store signage that reinforces the availability and benefits of mobile service. Educational content - such as how-to videos, FAQs, and customer testimonials - can further demystify the offering and build trust.

Ultimately, marketing is not just about promotion - it's about connection. By clearly articulating the value of mobile service and delivering that message through the right channels, dealerships can turn awareness into adoption, and first-time users into loyal advocates.

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An aerial view of London at dusk, with the city lights and the River Thames visible. Overlaid on the image is a network diagram consisting of several blue location pin icons connected by thin white lines, forming a web-like structure across the city.

04 | **Geographic Considerations**

Adapting to the service landscape

Geographic factors are a critical, yet often underestimated element in operational success. From dense urban centers to rural regions, each environment presents unique logistical challenges that can significantly impact service efficiency, customer satisfaction, and operational viability.

In urban areas, limited parking availability, strict zoning regulations, and heavy traffic congestion can hinder technicians' ability to perform services curbside or in residential complexes. These constraints require dealerships to carefully assess where mobile services can legally and practically operate, and to develop contingency plans for alternative service locations.

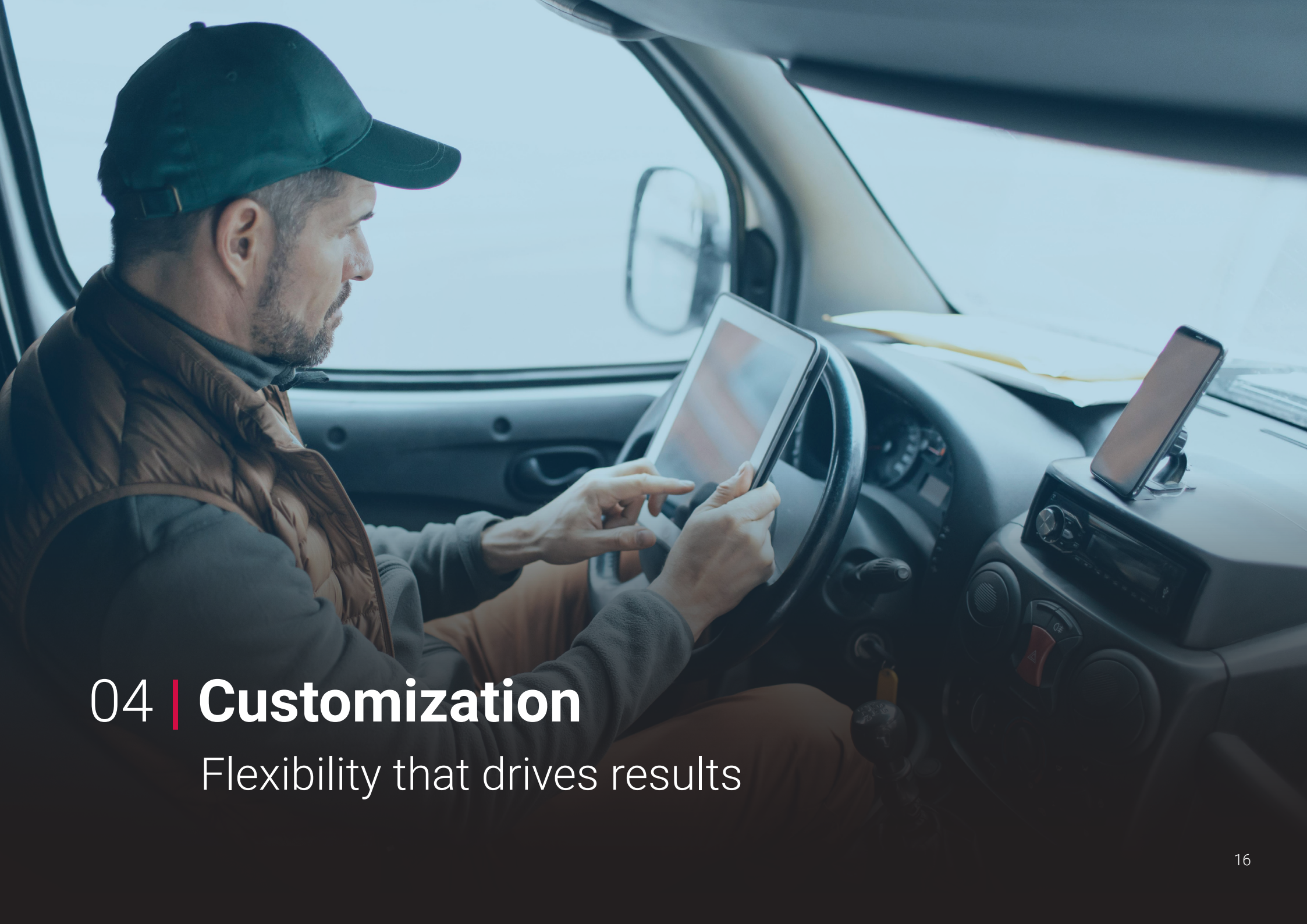
On the other hand, rural and suburban regions may offer more physical space but introduce challenges around technician travel time, fuel costs, and route optimization. In these cases, route planning becomes essential, not only to minimize downtime and fuel consumption but also to ensure technicians can complete multiple appointments per day without compromising service quality.



Tailoring mobile service offerings to local conditions is key. For instance, some dealerships may find success by focusing mobile operations on express services or software updates in urban zones, while offering full-service maintenance in suburban or fleet-heavy areas. This level of customization allows dealers to maximize efficiency while meeting customer expectations across diverse geographies.

Geographic planning is a strategic lever. By understanding the nuances of each service area and adapting accordingly, dealerships can unlock new levels of operational agility, expand their service footprint, and deliver a truly customer-centric experience.



A man wearing a green baseball cap and a brown quilted jacket is sitting in the driver's seat of a truck. He is holding a tablet computer with both hands and looking at the screen. The truck's interior is visible, including the steering wheel, dashboard, and a smartphone mounted on the dashboard. The background shows a bright, overcast sky.

04 | Customization

Flexibility that drives results

Customization is the catalyst for the widespread adoption of mobile service. As dealerships face diverse operational realities and customer expectations, a one-size-fits-all approach simply doesn't deliver. Tailoring mobile service solutions to the specific needs of each dealership - whether that means prioritizing fleet-first models, focusing on software updates, or offering express maintenance - can dramatically enhance program effectiveness and customer satisfaction.

Internal findings highlight this clearly. MSX's phased rollout with a major OEM revealed that dealers who adopted customized service models, based on local demand, technician availability, and customer profiles, achieved faster route profitability and higher customer retention. For example, urban dealerships that focused on express services and digital diagnostics saw quicker adoption rates, while suburban and rural dealers benefited from full-service offerings tailored to fleet customers and post-warranty vehicles.

This aligns with broader industry trends. Recent consumer research indicates that a significant majority of car buyers now expect personalized service experiences, and many report increased brand loyalty when offerings are tailored to their individual needs.

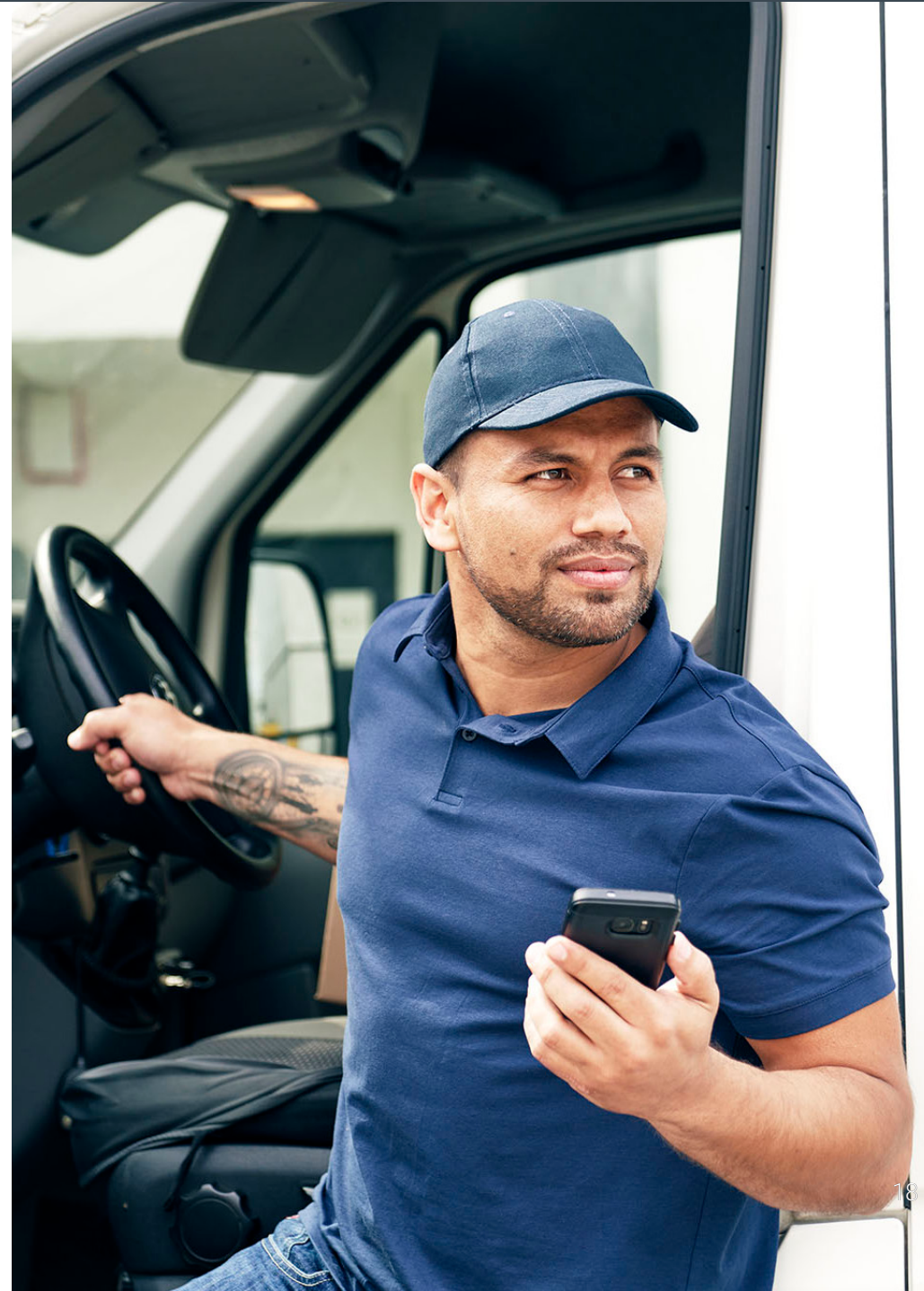


Customization also enables dealerships to address internal constraints more effectively. By aligning mobile service offerings with technician skill sets, vehicle mix, and geographic realities, dealers can optimize resource allocation and reduce operational friction. This strategic flexibility not only improves service efficiency but also positions mobile programs as scalable, sustainable solutions rather than short-term fixes.

In short, customization transforms mobile service from a reactive offering into a proactive growth strategy - one that meets customers where they are, adapts to evolving market dynamics, and delivers measurable business impact.

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Your roadmap to mobile service success

A truly successful mobile service program is a strategic ecosystem built on the five essential pillars outlined in this report. Each of these areas plays a vital role in transforming mobile service from a convenience into a competitive advantage.

Dealerships that invest in these areas are not only meeting rising customer expectations but redefining what modern

service looks like. They're reducing wait times, increasing technician productivity, and delivering service where and when it's needed most. But getting there requires more than good intentions. It demands the right tools, the right insights, and the right partner.

That's where MSX comes in.

The MSX Mobile Service solution is purpose-built to help dealerships design, launch, and scale mobile service programs. We provide the expertise and infrastructure to help you move faster, serve smarter, and grow stronger. If you're ready to take your service strategy beyond the bay and into the future, get in touch.



Take your service strategy beyond the bay

Connect with MSX to design a mobile service model that's
scalable, profitable, and future-ready.



Get in touch with us

msxi.com/msx-mobile-service

