



MAKING SERVICE MANAGEMENT

EASIER & MORE PROFITABLE

Dynatron Software is the premier provider of automotive fixed operation data analytics, business intelligence, and pricing optimization. Our solutions provide quantifiable ROI with the least amount of managerial effort.

We do all the heavy lifting and you get all the results.

\$150,000 in annualized profits captured in the first 90 days.

A full service marketing solution utilizing 4 contact methods with the lowest cost per contact and best response rate in the industry.



Virtuous Circle
OF PERFECT PRICING



CaRMail
MARKETING

Repair Pricing Optimization



Identify and implement best pricing to maximize profits and customer retention on difficult repair jobs. Results include higher repair ELR and labor gross profit %.

CP Pricing Compliance



Helps ensure management's shop established pricing is followed by all advisors and technicians. The result of higher compliance is higher ELR.

CP Maintenance Pricing Optimization



Pinpoint and resolve the best pricing on competitive maintenance jobs to maximize profit and retention. Results are a higher rate of maintenance sales based on your market.



The EBIS Analytics Reporting Suite gives you the most robust reporting power to grow your shops gross profit.

ELR Manager monitors price exceptions, providing insight to pricing strategies

Comprehensive solutions for all areas of your service business including Marketing, Sales, KPIs, and Inspection/Menu opportunity.

Alerts to monitor your data and pro-actively communicate important exceptions in real time.



Keeping the right pricing is vital for any business. It's the difference between gaining and losing customer.

60 Mystery Shops surveys per quarter

Your dealership +11 competitive locations, dealership or aftermarket locations, shopped each quarter.

Pricing adjustments and marketing plan provided to you each quarter based on survey results.



Warranty Labor Rate Submission

We do the heavy lifting on your behalf so yearly filling is always on time and at the best rate possible.



Mystery Shop Competitors

Relax while we price shop your competitors to ensure you are always competitively priced in your market.

Warranty Labor SUBMISSION

Maximize your warranty labor rate utilizing EBIS business intelligence software and our Account Development team.

We do all the heavy lifting with unmatched ROI.

We make it easy for you by handling the paperwork and submission process.

We averaged \$17.54 per hour for our Q4 2017 approvals.

Account DEVELOPMENT

Our team provides you the needed support to capture the low-hanging fruit as easily as possible.

Use Dynatron's resources to make your job easier and more profitable.

We will teach you how to save countless hours of managerial time.

Start Smart implementation captures \$150,000 in annualized profit in the first 90 days.

PROFIT GAP ANALYSIS

ONE-TIME ANALYSIS TO QUANTIFY YOUR OPPORTUNITY \$699 USD

UPON MOVING FORWARD, THE ANALYSIS INVESTMENT WILL BE APPLIED TO THE SOLUTION SET UP FEES.

We will perform an analysis on the last 18-24 months of your business by analyzing every closed customer pay and warranty repair order to determine your specific opportunity for increased gross profit. Opportunities analyzed:



Pricing Compliance



Repair Pricing



Maintenance Pricing



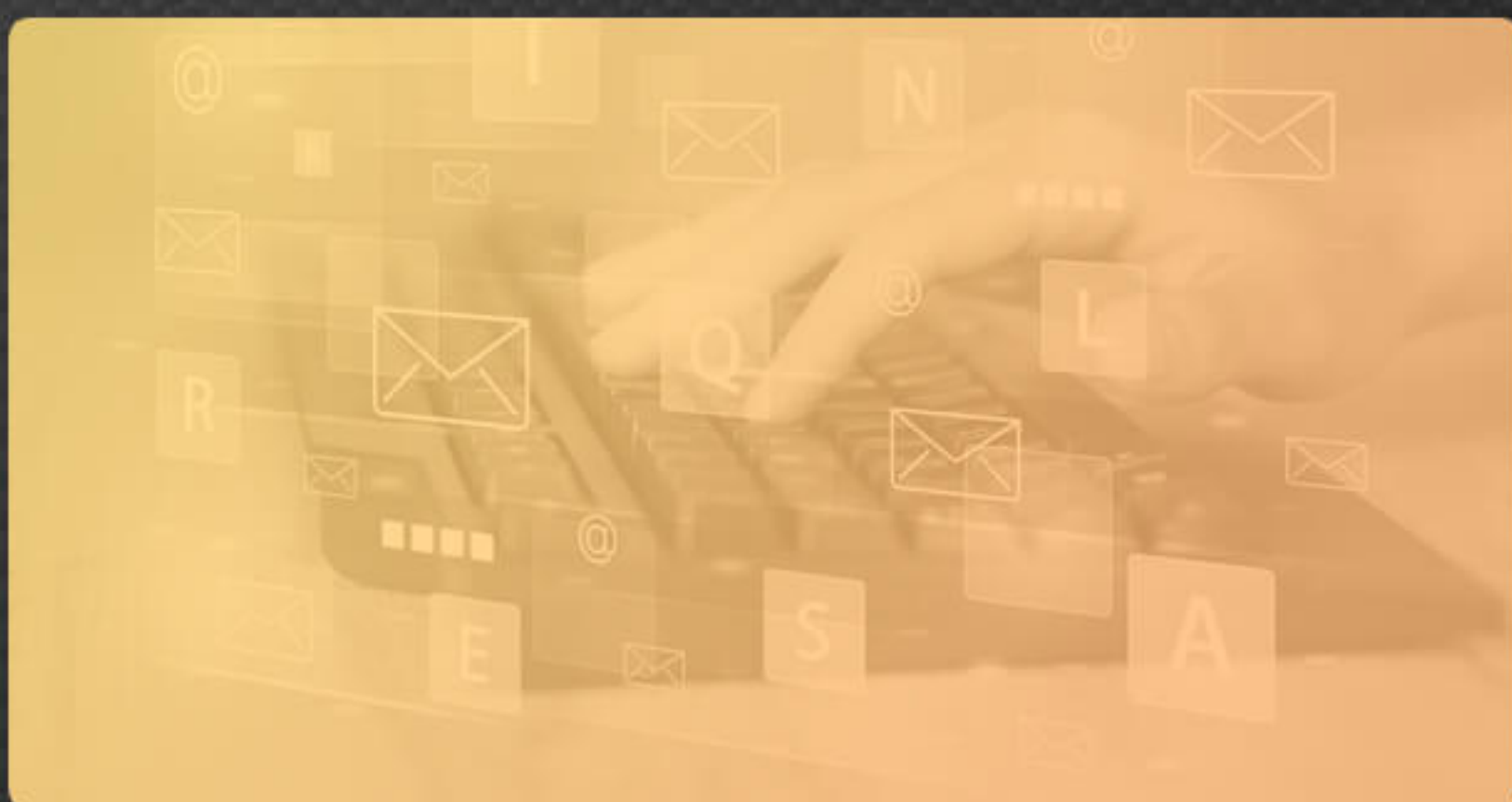
Market Competitiveness



Warranty Labor Rate



CaRMail
MARKETING



A turn-key service marketing solution utilizing 4 contact methods with the lowest cost per contact and best response rate in the industry.

A unique and cost-effective marketing suite for service retention and conquest. Take ultimate advantage of the Virtuous Circle by marketing your dealerships competitive pricing and unbelievable value. Dare to compare materials are created and directly sent as part of your service retention as well as seasonal pieces.



Warranty Parts
SUBMISSION



OEMs are mandated to pay retail margins for warranty parts under new state laws in over 40 states.

Dynatron is the best in the industry at maximizing the potential with these new state laws. Our Analytics tool finds the best RO sequence and we do all the heavy lifting with unmatched ROI. Our beginning to end process handles everything yielding an average of over \$200,000 in yearly profit increase.



DIRECT
866-888-3962

WEBSITE
dynatronsoftware.com

EMAIL
sales@dynatronsoftware.com