

Quickride is an automated concierge solution that empowers dealerships to provide a premium shuttle experience for their customers. Using mobile-first technology, it's an all-in-one solution that simplifies shuttle management and offers customers a "wow" experience. Quickride eliminates the struggles of shuttle ride management by: 1. Having advisors easily create customer rides; 2. Giving the drivers a tool to manage rides efficiently; and 3. Allowing the dealer visibility into where their shuttles and employees are at all times. Quickride automatically organizes/distributes rides to each driver to reduce wait times, ensuring an amazing customer experience. Customers also have the option to self-schedule their own ride back to the dealership without interacting with the dealership.

Dealers can see where their shuttles are, who is in the pickup queue, who is en route, how fast shuttles are driving, and customer satisfaction scores - all in real time. Dealerships using Quickride say the tool frees up an hour a day per Advisor, increases CSI by 10 points on average, and dramatically reduces ride-sharing costs. Quickride also offers a complete logistics software platform which manages parts pickup/deliveries, mobile mechanics, vehicle pickup/deliveries, dealer trades, and other transportation-related tasks.

The Problem:

The manual booking of the shuttle process is outdated and inefficient. Advisors are spending time managing rides and answering passengers' phone calls. There is a lack of visibility and control which can typically result in a poor customer experience. Customers are writing their name on a clipboard and wondering where their shuttle is. The driver is trying to figure out who to pick up or drop off next. Since the introduction of Uber and Lyft, today's consumer has a different expectation for efficient transportation.

How It Works:

The Quickride shuttle management software has three components, Command Center, Driver App, and Passenger App, working together to get the customer where they need to go as efficiently as possible. Using the Command Center, the service advisor can create a ride for

Fixed Operations

Quickride Shuttle & Transportation Mgmt.

Modernizes and removes the chaos from the shuttle system; reduces costs, frees up advisors, tracks employees, and improves customer experience and retention.



"Quickride has cut down immensely on the time the shuttle takes. It is able to organize people and deliver them efficiently where they are going. Customers can see where their ride is and they love to know the exact times it provides."

Carl Tetiva
Service Director
Mercedes Benz of
Beverly Hills



Quickride

www.goQuickride.com

"Dealers who are thinking of using Quickride immediately recognize the lack of visibility into this daily routine and instantly realize the full potential available to "wow" their customers every day."

Geoffrey Infeld
VP, Business Development
Quickride

their customer; the software automatically assigns the customer to the appropriate shuttle to reduce their wait and ride time. The driver receives and manages the rides using the Driver App on their mobile phone. It tells the driver the most efficient order to pick up and drop off customers as well as providing suggested driving routes. The Driver App also tracks the drivers without any hardware needing to be installed in the vehicle.

When the service advisor creates the ride, the passenger receives a text with a link to see the status of their ride on their smart phone. They can see the estimated time of arrival that updates in real time. In the Command Center, the service manager can see the shuttle locations on the map and know where the shuttle and customers are at all times. Dealers can also use the Quickride software to order an Uber for customers, should the need arise.

This same software program also facilitates transportation scheduling and monitoring for mobile mechanics, parts pickup/delivery, valet service programs, and other applications.

Quickride Benefits:

1. Because the majority of dealers have never actively managed their shuttle service, this software increases visibility and transparency and creates efficiencies that lower dealer costs.
2. Tracking shuttle rides is a profit center. Dealers can receive full factory reimbursement for warranty-related shuttle rides (if applicable).
3. Avoid a bad shuttle experience and turn a glowing endorsement into improved CSI.
4. Reduce the flood of phone calls for shuttle scheduling when Repair Orders are completed.
5. Have visibility into where drivers and shuttles are at all times.
6. Shuttle sharing between two or more dealerships helps lower the number of shuttles that are in use.

The Command Center. The customer service advisor or BDC concierge can easily create and manage shuttle rides; whether they are immediate or in the future. Just like Google maps, an address or a business name can be typed in and the location is identified. Once it's created, the customer receives a link by text (see [blue arrow](#)). The communication within the links is completely customizable by the dealer.

The image shows the 'Quickride' software interface for creating a ride and a smartphone displaying the resulting text message. The 'Create a Ride' form includes fields for 'WHEN' (Now, Future, Set By Passenger), 'SERVICE ADVISOR' (Administrator), 'SHUTTLE' (Automatic), 'PASSENGER NAME' (George), 'PASSENGER PHONE #' (8185990949), 'PASSENGER COUNT' (1), 'PICKUP' location (19301 Nordhoff St, Northridge, CA 91324, USA), and 'NOTES'. A red circle highlights the 'REFERENCE NUMBER' field, which is currently empty. The 'UNDER WARRANTY' section is also visible, with a radio button selected for 'covered under warranty'. The smartphone displays a text message from 'Brian's Station' with the following content: 'Your ride has been created. Use the following link to track your ride or contact your driver: https://p-aa.gooquickride.com/?t=e5c71791de758f Reply STOP to stop these messages. https://p-aa.gooquickride.com/?t=e5c71791de758f'. A blue arrow points from the 'REFERENCE NUMBER' field to the text message.

Within the Command Center, service advisors can track all shuttles and their passengers in real time, viewing the average wait time for that day. They can also send a link to the passenger to schedule their own ride when they are ready to return; it's as easy as ordering an Uber. ROs and warranty work (see **red circle** on previous page) can be synced to rides and reports easily created.

Each driver can be tracked and his speed, passenger transport, and location monitored.

The dealership can set up alerts for customers that have been waiting too long. Does the dealership want to send for an Uber?

The Driver App. Downloadable for iOS and Android, the driver's app on their smartphone receives all the incoming passenger information from the Command Center which has automatically organized the rides to reduce wait times. The app is easy-to-use and is self-contained with in-app navigation and customer communication tools. The interface clearly indicates the next optimal task for the driver to complete.

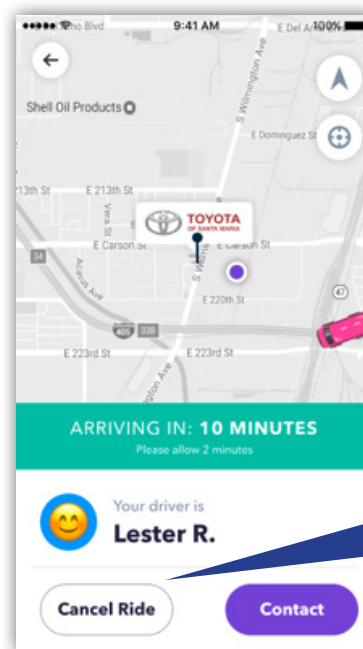
Any information that the service advisor types into the Command Center will be relayed to the driver's app, i.e., description of what the rider looks like, where they might be standing, etc.

All routing and order of pick-ups and drop-offs is handled by the software. In-app navigation allows the drivers to keep their eyes on the road.

For safety, turn-by-turn driver directions are shown in large type with oversized buttons. Shuttles are tracked by monitoring the Driver's App, and real time updates are sent to the Command Center. When the driver logs

in in the morning, they report the number of empty seats that are available for passengers in the shuttle. The Command Center tracks the number of people using the shuttle to avoid any over or under booking.

The Passenger App. Customers receive a text message with a webpage link as soon as their ride is created – no download is required on their part. The webpage link provides them with the shuttle's estimated time of arrival and allows them to view on a map where the driver is on the route. If necessary, they can use the app to contact the driver, whose name and picture is also provided. Customers can self-schedule their own ride back to the dealership or have the service advisor do it for them. This Uber-like experience helps the customer feel in control, knowing the driver, the route, the time to their destination, and not being dependent on a third party for information.



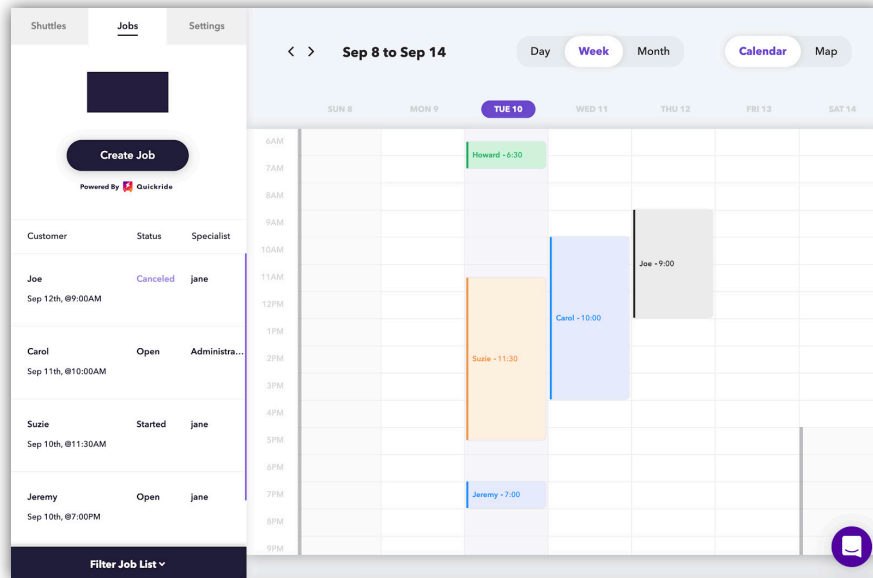
Rides can be edited or cancelled in real time.

In-Depth Reporting. The tools within the software allow the dealership to make real-time process changes and maintain full control of the shuttle experience at all times. Heat mapping provides data about locations of pick-ups and drop-offs, offering key marketing insights. Reporting is also used to receive full manufacturer reimbursement (GM, Ford) for rides given to warranty customers.

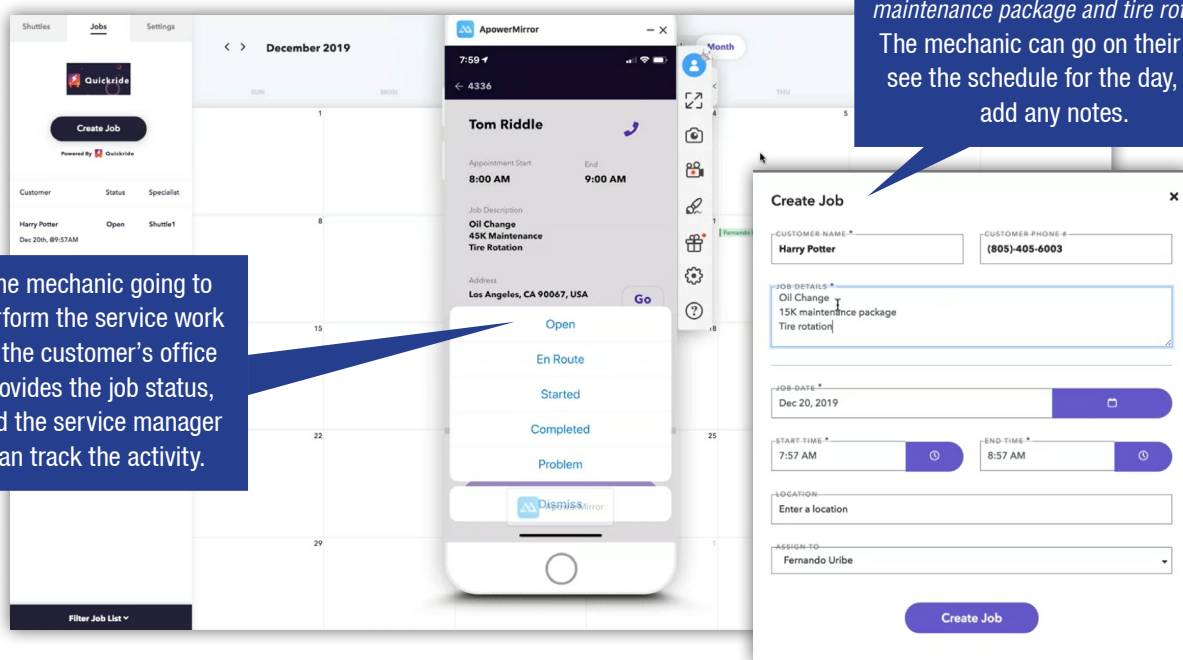
Customer Satisfaction Ratings and Reviews. When the customer has completed their ride, they are prompted for a review which will be delivered to the dealership; they can also cross-post it to Google, Yelp, Facebook, or the dealer's website. To date, the average review score for dealers using Quickride is 4.8 out of 5 stars. There is a noticeable difference in the CSI between those customers who take the shuttle and those who don't. Some dealers have seen wait times decrease from an hour down to 15 minutes after implementing Quickride.

PASSENGER	PASSENGER PHONE	SERVICE ADVISOR	DRIVER	RATING	MESSAGE
Simon	805-123-1234	Michelle	VICTOR	★★★★★	
Zuma Hernandez	805-123-1234	Michelle	GONZALO	★★★★★	
Greg	805-123-1234	BETH	MANUEL	★★★★★	Curteous & professional come to mind!
Brian	805-123-1234	BETH	MANUEL	★★★★★	Quick pick up. Great driver.
Pablo	805-123-1234	BETH	CASEY	★★★★★	Great service people
Rita	818-123-1234	BETH	CASEY	★★★★★	

Jobs System. The software package designed for shuttle management has been easily adapted for additional use with vehicle pickup/delivery, parts pickup/delivery, mobile mechanics, dealer trades, valet service, and other dealer-specific applications. Many dealerships are putting more focus on their fixed ops profit center and asking for tools to save them time, resources, and money.



This calendar-based platform can show any outside activities scheduled for that day; indicating the mechanic or driver required to fulfill the task. This ancillary program provides the same text messaging and visibility for the customer that the shuttle management software offers.



The mechanic going to perform the service work at the customer's office provides the job status, and the service manager can track the activity.

Create a job: Oil change to be performed at customer's office with 15K maintenance package and tire rotation. The mechanic can go on their app, see the schedule for the day, and add any notes.

Pricing. The cost for Quickride is determined by the number of shuttles included. Base Platform (includes 1 shuttle): \$349 / month. Any additional shuttle is \$199 per month, with dealer group discounts offered. One-time \$295 setup fee covers lifetime training and customer support.

What do dealers say about Quickride?

"Prior to having Quickride at our dealerships, we were using a clipboard to sign customers up for rides. Drivers were checking the board and calling customers to schedule rides. Now, clients are able to book and schedule their rides while still being in their advisor's offices which saves time and frustration for our customers and employees. We can also track where our customers are and know that they are being taken care of. Being able to track our drivers has eliminated unnecessary driving by assigning the closest driver to our customer's location. Customers have shown us by their ratings and comments that they really love this new service."

Hilton Nass

Director of IT Client Services

Fletcher Jones Dealer Group

"Our dealership is fairly far out and clients going in all different directions. They're pretty impatient, and we could never seem to get it right. Quickride has cut down immensely on the time the shuttle takes. It is able to organize people and deliver them efficiently where they are going. Customers can see where their ride is and they love to know the exact times it provides. Another problem we had is that most vehicle services finish up around 3-5pm so the service team is really busy. The phone is ringing and they don't have time to answer it. With Quickride, the customer can request their own pickups. The service team loves the app and are masters of it. They know where the shuttle driver is if I need him to go to the bank or Home Depot or parts pickup at another dealer, I put that on there as a stop. We also offer mobile services at our store, and it's a great tool for managing that schedule. I am a big fan."

Carl Tetiva

Service Director

Mercedes Benz of Beverly Hills

"Traffic in Seattle is a problem. We were an early adopter of Quickride; we were using paper slips and every so often a shuttle driver would come by and grab the slip and deliver one customer to their destination. Now, if a customer needs a ride, it's similar to uber and lyft where the customer can request the ride themselves. This reduces the phone calls to service advisors and lets them focus on their primary task. If you wanted to improve your efficiency use with shuttle rides, definitely use this product. We use it for sending cylinder heads out for machining or dropping a personal item off to a customer. We can see live tracking – here is where our drivers are – and estimate how long it would take them to pick up somebody. Now, we organize the pickup of multiple customers which saves on gas, wear and tear on the vehicle and gets our customers to their destination faster."

Adam Yamamoto

Service Manager

Honda of Seattle