

Uber and Pacific BMW: Driving customer satisfaction

How Pacific BMW turned a common problem—getting to and from its dealership—into a way to improve customer satisfaction.

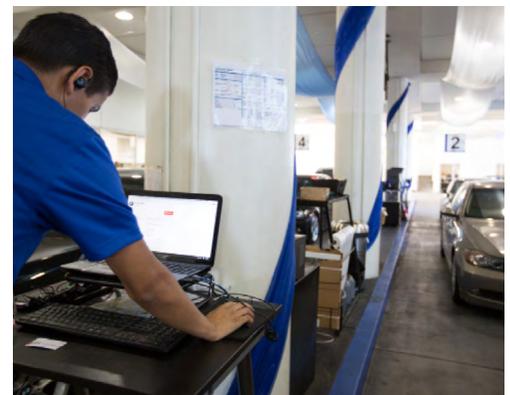
Pacific BMW has served over tens of thousands of customers in the Glendale area near Los Angeles since 1982. The dealership, a leader in customer satisfaction, is always searching for new ways to innovate and improve its service.

The dealership wanted to reduce the time its customers spent in the waiting room and bring more customers through its doors.

Increasing customer satisfaction by decreasing wait time

The Pacific BMW staff knew that every minute a customer spent in a waiting room reduced satisfaction with the service. At peak hours, the dealership was losing concierge staff on the floor because they were busy providing customers with courtesy rides. The dealership needed to keep key staff during these busy times while also letting customers come and go at their convenience.

With Uber Central in place, when a customer drops off a vehicle for service, the concierge staff can send them home right from the service desk. The staff can also text customers a link to use for a ride back at a convenient time after their service is complete.



Industry

Automotive

Challenge

Staff time required to drive customers to and from service appointments

Solution

Arrange rides with Uber Central

Results

- Cost savings
- Increased customer satisfaction
- Reduced staff time required





“Uber Central has drastically changed the way we do business everyday. I can’t imagine not having it anymore.”

Alicia Sarabia
Director of Administration
Pacific BMW

Easing the lease process with courtesy rides

A problem for customers seeking to sign a new lease is that they usually don’t already have a car. Pacific BMW found an opportunity to help them.

Its salespeople can use Uber Central to bring a prospective customer to the dealership, so they can drive home in the new vehicle they leased.

It also works in reverse. When a customer returns a leased vehicle, salespeople can use Uber Central to get them home conveniently while building on their relationship for the future. Customers are delighted when they hear about the VIP service via Uber Central.

In summary

Pacific BMW found a fast, convenient solution to getting customers to and from its location.

The dealership reduced customer wait time and operational costs compared to a shuttle service, and its concierge staff can stay on-site instead of being on the road for pickups and dropoffs. Offering a VIP experience has built stronger relationships with prospective customers and brought more of them through the dealership’s doors.



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