



Shop Challenge: The Misunderstood Mechanic

After adding a second shop location, Ryan Flattum, owner of RMF Auto Service in New Richmond, Wisconsin, hit an ARO plateau of \$225 using paper inspections and phone sales. Motorists have long been skeptical of the car repair process, typically opting for the minimum required service when they don't fully understand their vehicle's needs.

Shop Success Solution:

Develop Motorist Trust in the Digital Age with [Digital Vehicle Inspections by AutoVitals](#)

To reach Ryan's goal of increased ARO and open additional shops, he first needed to develop motorist trust. Motorists use their smartphone for nearly all communication these days – why not offer a digital experience to detail inspection findings and sell more services? Ryan called on AutoVitals to help set up Digital Vehicle Inspections (DVI) at RMF Auto Service.

Ryan's new process now empowers his customers to make fully-informed decisions about their vehicles:

1. Technicians take pictures and videos of the vehicle conditions with a tablet
2. Using simple editing, technicians upload their findings and precisely point out the repair needs, adding detailed notes where necessary
3. When the inspection is complete, the service advisor texts or emails the entire report to the customer with services, timing, and costs

“An informed customer is ready to make a buying decision.”

– Ryan, RMF Auto Service

Ryan's Success Stats:

**DRIVING
PROFITABLE
GROWTH**

**2.3x
INCREASED
ARO**

**50%
INCREASE IN
WEEKLY
REVENUE**

**4.8★
RATING ON GOOGLE**
with a dramatic increase
in reviews and growing
customer confidence