

Rihm Kenworth

By integrating TruVideo software into the Decisiv SRM platform, Rihm Kenworth is able to communicate with customers in rural areas who prefer text messaging to emails.

Rihm Kenworth has seven locations across Minnesota, Wisconsin and South Dakota.

They have two locations in large, metropolitan areas, but the other five are in more remote parts of those states. And while the metro locations service a lot of truck fleets, the rural locations see mostly farm equipment—tractors, balers, harvesters, etc. Most of the people who operate this equipment are rarely at a desk or checking email on their phones. They'd drop off their vehicle and then head out into their fields to work, essentially becoming unreachable. This resulted in an excess of dwell time, which cost Rihm Kenworth service centers time and money.

By adding TruVideo's video and messaging software to the Decisiv SRM platform, Rihm Kenworth wants to decrease response time and increase RO approvals with its rural customers.

Rihm Kenworth revamped its standard operating procedure to incorporate the capabilities of the TruVideo software in each of its seven locations. Now when customers bring their vehicle in for service, they receive a text message with a link to their inspection video. Previously, they had only received an email, which many customers were not in a position to read or respond to. With the TruVideo messaging feature, customers have the option to ask questions, share the video or approve the RO, all by text.

» Over 50% decrease in dwell time

» 78% increase in labor sales on ROs with videos

» 134% increase on parts sold on ROs with videos

» 17% increase in tech effective labor rate

» Streamline warranty returns processing

» Fewer issues with customers over final bills

» Faster estimate approvals

"We get lots of comments, sent back via the texting mechanism. *Just great. Love it. Let's do it. This is so cool. I didn't know you guys could do that.* Everybody that's seen it is excited to get more videos."

—Kenny Huff | Regional Service Operations Manager | Rihm Kenworth



RIHM KENWORTH

ABOUT RIHM KENWORTH

RIHMKENWORTH.COM

Rihm Family Companies, Inc. (RFC), is a 90 year old family-owned and operated 4th generation business, employing nearly 350 people in Minnesota, Wisconsin & South Dakota, USA.

Companies under the RFC umbrella include Rihm Kenworth, the 2nd oldest Kenworth truck dealership group in the world; RMC Truck Parts, a private label parts sales company; Rihm Leasing, a truck lease, rental, and maintenance company; and Rihm Global Sales, which exports trucks and spare parts to over 60 different countries.

Decisiv

ABOUT DECISIV

DECISIV.COM

Decisiv, founded in 2001 and headquartered in Glen Allen, Virginia, is a cloud-based Service Relationship Management (SRM) platform that revolutionizes how the service supply chain for commercial assets communicates and collaborates.

truvideo

ABOUT TRUVIDEO

TRUVIDEO.COM

TruVideo is the leader in communication technology for the transportation industry, providing innovative, AI-powered video and messaging solutions that build trust and improve customer experiences.

Today, thousands of dealerships and service centers use TruVideo, and our technology powers the tools and solutions of the largest DMS companies in the world. TruVideo helps dealers and automotive manufacturers own and curate their own data while providing real-time analytics for multiple vendors from one source of truth.



“We can see the average sales per RO with a video and then the average sales per RO without the video and we can see the high percent of increased labor sales that come with the video. To me that's what makes it such a **no-brainer** to send a video to every customer.”

-Kenny Huff | Regional Service Operations Manager
Rihm Kenworth

