

Bill Knight Auto Group

Transparency became the foundation of a customer-first culture across all Bill Knight locations.

Bill Knight Auto Group serves 11 cities across Oklahoma and has always believed that customers deserve clarity, honesty, and a service experience built on trust. When Director of Operations Ryan Knight set out to strengthen transparency in the service department, he turned to TruVideo's AI-powered video and messaging platform to elevate every touchpoint.

"The customer needs to win. Especially today when everything is more expensive. There has to be value when someone chooses to service with us. TruVideo adds that value."

Ryan Knight, Director of Operations,
Bill Knight Auto Group

Challenge: Customers needed proof, not pressure

Before TruVideo, service conversations relied heavily on verbal explanations. Customers trusted the Bill Knight brand, but they still struggled to visualize what needed attention and why. Ryan wanted to remove uncertainty and give customers full control. His goal was not to push for more work. It was to show customers the real condition of their vehicle with clarity and proof.



"Your video review of my vehicle is amazing. Thanks, your explanations and up close review of parts is a lot more fun than someone trying to explain rust."

06/09/25

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"Thank you for the video!! You are all amazing. I appreciate the video."

06/09/25

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Why Bill Knight chose TruVideo

To support a customer-first strategy, Bill Knight partnered with MTN Automotive Group, a training company known for its PROMISE service process. Because video was central to MTN's framework, the team referred Ryan to TruVideo. The platform aligned perfectly with their philosophy. It was simple, fast, and intuitive for technicians, and it reinforced the training Bill Knight's teams had already received.

"We feel like it is a differentiator. Whether someone buys a vehicle, services a vehicle, or comes in for something small, we tell them we use video. It sets us apart."

Ryan Knight

Rollout and utilization: Driving consistent adoption

Stillwater became an early standout. Historically one of the lower performers in NPS, the store quickly led the entire group in videos created and videos sent. Leadership reinforced utilization, monitored performance, and ensured video communication became part of daily workflow instead of a one-time initiative.

Video adoption was consistent across the Group. Technicians embraced the tool. Advisors integrated video into their communication rhythm. Customers responded with higher trust and faster approvals.

"I think this is really nice. Please pass on to the guys that did the work that I really appreciated seeing the video."

06/13/25

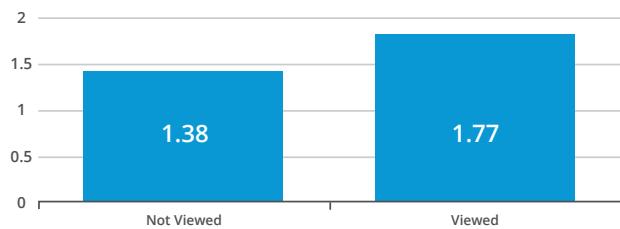
Delta Hours

0.40

Delta % Hours

28.74%

Average CP Hours by View Status



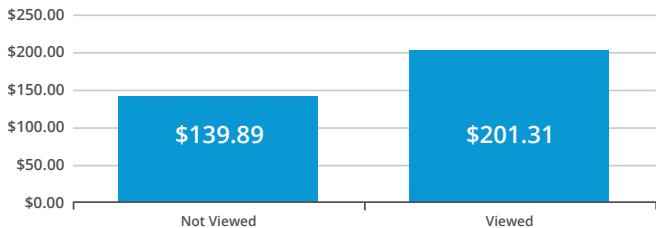
Delta Labor \$

\$61.42

Delta % Labor

43.90%

Average CP Labor \$ by View Status



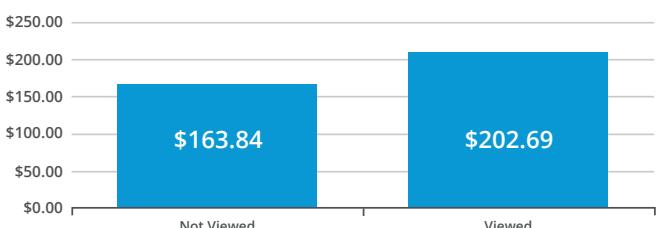
Delta Parts \$

\$38.85

Delta % Parts

23.71%

Average CP Parts \$ by View Status



Business impact: Transparency that delivers results

Since launching TruVideo in 2023, Bill Knight Auto Group has seen measurable gains whenever customers view a service video.

▶ 0.4 more hours per repair order when a video is viewed

▶ 43.9 percent increase in labor revenue per RO when a video is viewed

▶ 23.7 percent increase in parts revenue per RO when a video is viewed

Transparency did more than improve the customer experience. It increased approvals and boosted performance across every location.

"Video has become a foundational part of our business. It will be something that we do for a very long time."

Ryan Knight

Emotional impact: Putting customers in control

For Ryan and his team, the most important outcome was not financial. It was emotional. Video communication made customers feel informed and in control. It eliminated pressure from the conversation and replaced it with proof. That shift deepened trust across all service lanes and aligned perfectly with Bill Knight's philosophy of supporting the customer first.

Products in use

▶ **TruService**

▶ **AI Text Pro**

▶ **AI Noise Cancellation**

"I absolutely love that there is a video for me to watch! That is what you call top service!!! Thank you so much, 1 out of 10, I give you a 10!!! Thank you for your patience."

05/29/25

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About Bill Knight Auto Group

Bill Knight Automotive is located in Tulsa and Stillwater and proudly serves Tulsa, Broken Arrow, Sand Springs, Jenks, Bixby, Sapulpa, Coweta, Stillwater, Perkins, Perry, and Owasso, Oklahoma. Each dealership — Bill Knight Ford, Bill Knight Ford of Stillwater, Bill Knight Ford of Bartlesville, Bill Knight Ford of Vinita, Bill Knight Lincoln, Volvo Cars of Tulsa, Bill Knight Mitsubishi — is staffed by a professional team committed to long term relationships built on trust, communication, and a first class experience.

About TruVideo

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. Thousands of dealerships and service centers use TruVideo today, and our platform powers the tools and solutions of the largest DMS companies in the world. TruVideo helps dealers and automotive manufacturers own and curate their data while providing real-time analytics from a single source of truth.

