

Fitzgerald Auto Malls

At Fitzgerald, TruVideo became the foundation for a guest-first culture built on clarity, trust, and proof across all 17 of its dealerships.

Fitzgerald Auto Malls faced the same challenge many dealerships do: customers believed they were being sold to, not supported. As Seth Dawson, Corporate Service Operations Director, put it, "The most valuable thing we do is tell customers something good about their car," a mindset drawn from his background in hospitality. After years in fine dining, Seth brought a guest-first philosophy to the service lane. That approach became policy: every inspection video begins with something the customer is doing right. "Good news first" is more than a nicety. It's how Fitzgerald shifts the dynamic from suspicion to trust. His goal wasn't just operational improvement. It was to rebuild trust through transparency, clarity, and proof. With fragmented tools, technician resistance, and an outdated communication process, the dealership needed a platform that could turn that vision into reality.

"Video was really nice and provided so much info on how the inspection went!! Definitely never have gotten anything like that from any other shop working on one of my cars."

–Fitzgerald Customer



Products in use:

- TruService
- AI Text Pro
- AI Noise Cancellation

When customers viewed a video, Fitzgerald saw:

- +0.4 hours per RO
- +29.3% in labor revenue
- +30.9% in parts revenue
- Year-over-year increase in NPS

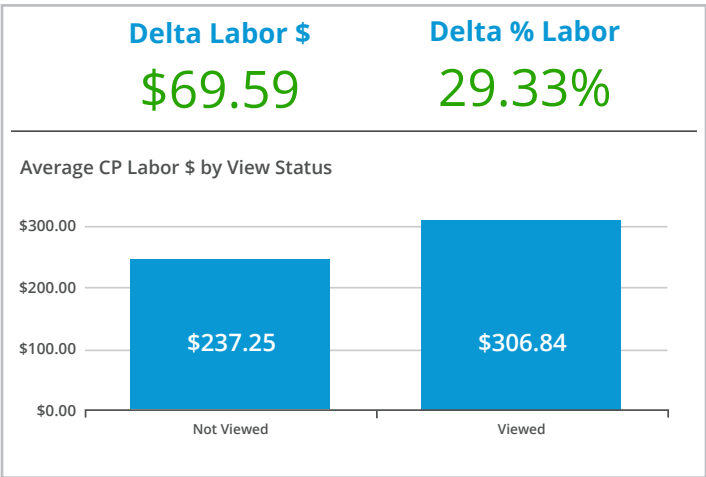
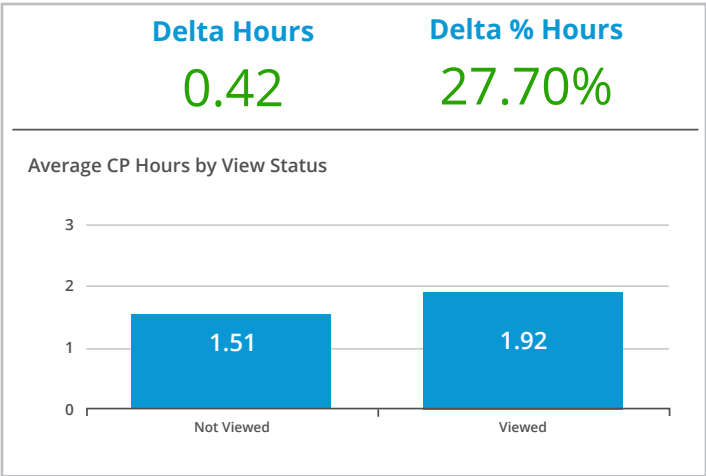
Transparency builds trust – and trust drives results

Before TruVideo, Fitzgerald had tried a bundled video tool but it fell flat. The system was overly complex, requiring coordination across multiple departments just to send a video. There was no training, no buy-in, and no clear process. Techs (especially flat-rate) saw video as unpaid extra work. Without visible upside, most saw it as just another ask. The intent was there, but the execution failed.

That changed with TruVideo. Fitzgerald knew tech alone wouldn't change behavior—process would. They appointed Joe Moylan to lead the rollout across all 17 stores. TruVideo partnered with Joe to tailor training for their group's specific needs, train techs in short sessions, reinforce best practices, and track performance weekly. Every Monday, Seth received a custom utilization report. When a store lagged, leadership followed up directly. "We needed to make sure this wasn't just launch-and-leave," Seth said. "It had to become how we do business."

As video became embedded in the service process, the results followed.

Flat-rate technicians completed more approved work per shift and saw noticeable gains in weekly earnings. At first, many were resistant, especially when video felt like extra work without extra pay—but once they saw faster approvals and real results, adoption followed. Customers responded with faster approvals and higher trust. Fitzgerald's NPS scores have increased year over year since adopting TruVideo. Even more telling: stores that struggled with trust and transparency (like Stillwater) quickly became internal leaders in video usage and customer satisfaction. "Video has become a foundational part of our business," Seth said. "It will be something we do for a very long time."





While TruVideo delivered measurable lift, for Fitzgerald the real value was emotional. It helped reframe the service conversation from pressure to partnership, and from sales to support. “The most important thing to us is how our customers feel,” Seth said. “TruVideo makes them feel like we’re always on their side.” Today, video isn’t just part of the process. It’s how Fitzgerald reinforces trust, one ‘good news’ moment at a time, across every location. That consistency is rooted in the same hospitality mindset that shaped their service philosophy from the start. It’s a system upheld by leadership, built into process, and made successful by the internal champions who brought it to life.

TruVideo aligned perfectly with Fitzgerald’s values of clarity, transparency, and treating every customer like a guest.

The platform gave technicians a direct, easy-to-use way to communicate with customers through video, eliminating the clunky handoffs and delays of their previous system. For Seth, the most important value TruVideo delivered was confidence. “The value from our guests’ perspective is solely in the tool’s ability to give them confidence that what we recommend is something they need, not something we’re trying to sell.” By giving customers visual proof of every recommendation, Fitzgerald replaced pressure with trust.