

# Gordon Truck Centers

## For Gordon Truck Centers, Decisiv SRM continues to be a game changer

Across 17 dealership service locations in six states, Gordon Truck Centers serves a variety of fleet customers ranging in size from five to 500 trucks. Throughout the locations the company employs more than 300 technicians and deploys a growing number of mobile service vehicles.

As an experienced user of the Decisiv Service Relationship Management (SRM) platform, Gordon Truck Centers uses the system to manage about 3,400 monthly service events.



Gordon Truck Centers, as a DTNA Elite Support Certified dealer, is focused on delivering a consistent, superior level of customer service by meeting specific criteria. Included is Express Assessment, which means providing customers with a preliminary assessment within two hours of a vehicle's arrival.

To help achieve this level of service, the dealership maximizes the Decisiv-built integration with DTNA Uptime Pro for estimate creation and approval. Incorporating repair details and photos from DTNA's Express WriteUp mobile app, Uptime Pro automatically sends information to Decisiv SRM where a service case is created.

## Enhancing service management

The Decisiv SRM platform also incorporates Standard Repair Times (SRTs), campaigns, and recall and warranty information in each case. At the same time, through an integration with the Procede Excede Dealer Management System (DMS) at Gordon Truck Centers, SRM delivers service information for invoice processing. The SRM case is also connected to DTNA's Online Warranty Link (OWL) system and its Vehicle Information Portal (VIP) truck specs database.

For Gordon Truck Centers, the connectivity between Decisiv SRM and Uptime Pro is streamlining estimate creation and accelerating customer approval. Across the dealership's network of facilities, the fully integrated process reduces time for write-up, estimate creation, verifying parts availability, and managing labor hours.

**"With Decisiv SRM, we're generating estimates centrally for our locations and doing it faster. Before, it took days to create an estimate and now it's done in just hours. That also facilitates faster approvals. From the viewpoint of our customers, consistency in estimating means they can expect the same service at any of our facilities and less downtime for repairs."**

*John Edwards  
VP of Operations  
Gordon Truck Centers*

## The integration is driving productivity

Gordon Truck Centers is utilizing Decisiv's newly enhanced Operations Table for streamlining service event management and estimate processing. In the past, Service and Parts departments had to manually enter information in two separate documents, one for parts allocation and another for the repair.

The Operations Table is now keeping parts and service details in sync and enabling the automatic allocation of parts when the estimate is approved by the customer. For both parts and service personnel at the dealership, the integrated process is saving steps and eliminating duplicated efforts.

The value of integrated data available to Gordon Truck Centers in Decisiv SRM recently became even more apparent when the dealership underwent their annual recertification to remain a DTNA Elite Support Certified dealership at several of its facilities. Using custom dashboards built by Decisiv, showing information on estimates, approvals and repair details, the dealership was able to present metrics that go above what is required by the OEM.



**“Having come from an IT background, I was impressed at how quickly Decisiv was able to build and implement integrations. They saw the value of collaboration with manufacturers and immediately started working with other system suppliers and our internal teams. With that level of collaboration, Decisiv SRM is a tool that is allowing us to move forward faster.”**

*Brian Cowger  
VP of Central Operations Support  
Gordon Truck Centers*

## Driving continual service improvement

The data in SRM is also driving improvement across the Gordon Truck Centers organization. For example, by monitoring a series of timestamps for different steps in the service process, the dealership has access to information indicating where coaching is needed and where new processes need to be implemented.

Decisiv SRM is also enabling the development and use of Standard Operating Procedures (SOPs) at Gordon Truck Centers, helping ensure consistent service practices and procedures at every location. The SOPs are tracking deferred or declined repairs, communication with customers by email, text or phone, and collaboration between shop foremen and service advisors.





“The SRM platform makes the whole experience better for our customers. It keeps us on track to continually improve the way we deliver service because we can dial in on exactly how it should be managed at our facilities. For us, Decisiv continues to be a game changer.”

*John Edwards  
VP of Operations  
Gordon Truck Centers*



**GORDON**  
**TRUCK CENTERS**

*Gordon Truck Centers, headquartered in Pacific, Washington, is a full-service Freightliner, Western Star, Fuso, Sprinter and Thomas Built dealership offering Sales, Service, Parts and Financing from 19 locations in Washington, Oregon, California, Idaho, Alaska and Hawaii. The company's facilities also include Cummins, Detroit and Allison dealers and distributorships.*