Decisiv Case Study

Roberts Truck Center



Roberts Truck Center is Boosting Shop Efficiency and Customer Satisfaction with Decisiv SRM Across Multiple OEM Brands.

Roberts Truck Center represents three OEM brands, operates eight service locations, and provides truck rental and leasing services through two national organizations. This breadth drives both its growth and ongoing success. At the same time, it can introduce complexity when it comes to delivering commercial vehicle service.

Those challenges are centered in meeting varying customer expectations while addressing the impact on downtime and shop efficiency that can result from disconnected workflows and inconsistent communication. Across the enterprise, the service organization completes between 1,500 and 1,800 repairs every month.

At Roberts locations, however, the answer has been straightforward. By standardizing on the Decisiv SRM™ platform across multiple OEM brands, the multi-state dealership is now effectively managing service—in its shops and with 23 mobile service trucks staffed by 85 technicians—with a common service management system.

> **"Decisiv has transformed the way Roberts manages service events and customer communication. By managing customer-owned and leased assets across all makes in a common service management platform powered by the same underlying Decisiv technology, we have a standardized process that results in consistent workflow, fewer operational silos, improved visibility, and simplified training."**
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> ***Rory Michie***
> *Director of Service Operations*
> *Roberts Truck Center*

Decisiv™ SRM
decisiv.com

ROBERTS TRUCK CENTER
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Building Structure

Until 2020, Roberts Truck Center shops operated without a centralized system for managing service events. The dealership initially relied mainly on phone calls and email to coordinate service updates and customer communication. Visibility into service events was very limited whenever information remained trapped within notes and email threads.

When Roberts decided to standardize service management across all locations and brands, the dealership deployed three versions of the Decisiv SRM platform. Included were PSSM for Kenworth operations, Isuzu Connect, and Decisiv SRM for International locations.

The onboarding process for the Decisiv platforms took about six months. Implementation included train-the-trainer sessions, where approximately 10 Roberts employees learned best practices before returning to train staff across all locations.

Roberts has also incorporated its Idealease and PacLease leasing franchises in the Decisiv SRM platform. Service on lease and rental assets is now integrated through an internal fleet portal where leasing managers function like fleet maintenance managers, handling approvals, communication, and maintenance oversight within the same process used for customer vehicles. Customer contacts are included in the workflows as well, ensuring both internal stakeholders and lease customers receive updates throughout service and repair events.

At the same time, the company partnered with Decisiv to perform a process study and establish workflows, and to build standard operating procedures around measurable service behaviors. Two of the company's most important standards are simple: every case must be touched every day, and every customer update must contain new information rather than repeating previous messages.

To ensure adherence, Roberts relies heavily on Decisiv reporting tools. Using best practices reports, the dealership developed an internal scorecard that measures metrics such as:

- Customer update frequency
- Attachment utilization
- Approval request timing
- Documentation quality
- Workflow compliance

The scorecard is distributed monthly to service departments throughout the organization and is integrated into departmental pay plans.

Roberts also uses repair order data on dwell time to identify approval delays, communication gaps, workflow disruptions, or process breakdowns that may be extending service times. With Decisiv, that includes the visibility needed to understand the reason and resolve the issue. For example, the dealership uses Decisiv SRM Status Tracker to analyze service workflow bottlenecks and pinpoint exactly where delays occur in the repair process.

> **"Before we had a service management system, updates were not in one central place, so it was a challenge to track activity through email and phone calls. With Decisiv SRM platforms, our service advisors are spending less time answering phone calls and emails and more time getting estimates done and doing the things that they should be doing throughout the day, rather than playing catch-up and being in a reactive state."**
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> ***Rory Michie***
> *Director of Service Operations*
> *Roberts Truck Center*

Measurable Results



Saving Time: Instead of spending their day fielding status requests, service advisors at Roberts can now focus on estimates, approvals, and managing workflow. Prior to implementing the platform, service advisors spent significant portions of each day responding to customers requesting repair updates. The work often interrupted tasks that directly contributed to moving repairs through the shop.

Shared Visibility: Service advisors, technicians, parts personnel, and managers at Roberts all have access to the same information in Decisiv SRM to help identify issues before they impact customers. The result is a faster, more efficient repair process that helps increase shop throughput. Workflow management in the platform also makes it clear who owns each step, leading to enhanced accountability.

Improving Profitability: Reduced dwell time and returning trucks to service faster means service bays become available sooner for additional work. With Decisiv SRM Status Tracker, Roberts is able to drill down into dwell time and make improvements that speed shop throughput and increase service capacity.

Boosting Performance: The Decisiv SRM reporting structure helps Roberts identify performance gaps at individual locations or among specific employees before they become operational issues.

Documentation Advantage: Roberts routinely attaches photographs of failed components, repair information, and supporting notes to service cases. These records enhance customer understanding, support warranty claims, and provide protection should questions arise later.

Technician Productivity: Through Decisiv SRM, Roberts technicians can submit parts requests, review work status, check approvals, and monitor multiple jobs simultaneously. The platform also supports integrations such as the Cummins Guidanz SRM Connector, allowing technicians to generate service cases with a single click rather than repeatedly entering the same information.

Customer Satisfaction: With the Decisiv SRM platform's communication capabilities, customers now receive proactive updates through email and text messaging. Customer feedback consistently highlights the value of these communications and complaints have declined significantly. Texting has proven particularly effective for owner-operators and smaller fleets, while email remains the preferred method for larger fleet operations.

> **"By establishing one service management workflow process and one set of operating procedures with Decisiv SRM, we have consistency and reduced administrative complexity. The platform gives us that structure in one central place so we are able to track everything better, and if a repair is falling through the cracks, we are able to catch it quicker, and it keeps everyone accountable."**
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> ***Rory Michie***
> *Director of Service Operations*
> *Roberts Truck Center*

Looking Ahead



Roberts Truck Center continues to benefit from ongoing enhancements to Decisiv-powered OEM service management platforms. Among the newest features driven by the efforts of the Decisiv SRM Alliance, a consortium of OEMs, is the ability to organize service operations by categories such as Waiting Approval and Ready.

For Roberts Truck Center, the Decisiv SRM platform is now the foundation for how service work is managed across three OEM brands, two leasing operations, eight locations, and thousands of monthly repair events.

By creating one workflow process, one source of service information, and one customer communication strategy, Decisiv has enabled improved accountability, increased shop efficiency, enhanced customer satisfaction, and positioned the Roberts service operation for continued growth.

"With Decisiv SRM we can turn more trucks and move them through our shops faster, so more service work is getting done. That absolutely translates into more revenue, an extra five to ten percent, if not more, and customers are more satisfied with our service because there's less downtime."

Rory Michie
Director of Service Operations
Roberts Truck Center





About Roberts Truck Center

Founded in 1974, family-owned Roberts Truck Center operates eight locations across Texas and New Mexico, representing International®, Kenworth®, and Isuzu® truck brands, along with Idealease® and PacLease® leasing operations.