

Pick-up & Delivery Program Preparation - It's Go Time!

Congratulations - you're one step closer to making your clients happier than ever while also increasing your dealership's potential to bring new clients on board. Successful pick-up & delivery programs start by addressing the following key decisions upfront.

Watch a quick overview: <http://start.drop.car>

- **Who is your pick-up & delivery program targeting first?**

Some dealers want to offer pick-up & delivery services to all their current and new clients, while others opt to just focus on using these programs as a tool for expanding the reach of their sales & marketing to bring in new clients alone. There is no one size fits all approach though, every dealer must first decide what their goals are with the program and as a result who the program is targeting initially.

- **Are you using your own in-house drivers? 3d party? Both?**

With DropCar's Mobility Cloud you have the convenience of having the physical pick-ups & deliveries handled for you, but you may find that with certain types of jobs it may be more cost-effective to have spare in-house resources fulfill them. Think about who would handle the physical pick-ups & deliveries in house and for what kinds of clients and/or situation it may make sense to use these in-house resources?

- **Who is paying for pick-up & delivery? Dealership? Client?**

Pick-up & delivery provides significant convenience to your clients. There may be certain times of the year, types of clients and/or types of servicing jobs where it's worth it for your dealership to cover the costs and others where the costs can be passed in part or all to the client.

- **Who will own scheduling pick-up & deliveries?**

While DropCar's Mobility Cloud platform makes launching & managing these programs easy, pick-ups & deliveries will still need to be entered into the system either by clients directly or a member of your team. Often the team member(s) that currently manage client scheduling for your fixed operations will manage scheduling pick-up & deliveries in the Mobility Cloud platform.

Items to Prepare Before Your DropCar Trainer Arrives

	Notes	Status
Identify target clients for launch.	You can always change targeting over time. The key is to start somewhere easy to track the impact of the program.	
Build a list of in-house drivers (if any) with name and mobile phone number.	Your trainer will help you to add these drivers to your Mobility Cloud account, and make sure they are able to download the driver app that jobs will be sent as they are assigned.	
Decide when the dealership will pay for pick-up & delivery and when the cost is passed along in part or whole to the client.	We recommend keeping it simple initially and not introducing too many caveats to the program at the start, as the initial goal is collecting data to inform ROI & improvements to the program structure.	
Identify the client interaction points (ie. website, inbound/outbound calls, emails, etc.) where the pick-up & delivery program will be communicated to the client.	Messaging, including any related graphics, should be kept simple and direct. Your DropCar Trainer can also set you up with a branded client landing page that enables clients to sign-up directly.	
Identify who will be responsible for adding scheduled pick-ups & deliveries into Mobility Cloud for fulfillment.	Often this is the same team member(s) already managing client scheduling for fixed operations.	
Build a list of the team member(s) who will have access to Mobility Cloud reports & job summaries.	All team members who will be interacting with the system should be scheduled to attend the DropCar Trainer's session.	