

FILE 01 / 09 Prepared for multi-rooftop franchise dealer groups

# Your next RO is *already* in your *DMS*.

An operating playbook for **multi-rooftop franchise dealer groups** — how Fugu recovers declined service, brings every lapsed customer back to the lane, and protects the cycle-end before another lease rolls into a competitor's showroom.

OPERATING BRIEF	
SUBJECT	Multi-rooftop franchise dealer group
ASSET	150+ rooftops • multi-OEM
VITALS	30%+ declined service • 50%+ lapsed RO • cycle-end walk
DIAGNOSIS	Silent revenue per rooftop-month
PLAN	9-page operating brief
ISSUED	Irvine, CA • 2026

COMP • TURNKEY

# 95%+

DIAGNOSIS • 2026

# Three silent *revenue leaks* are draining same-store sales.

In a 150-rooftop dealer group, each leak below is quiet, habitual, and already priced into your comps. None of them trigger an alert in the DMS — they only show up on next year's fixed-ops gross, your variable-ops retention, and the same-store revenue line.

## 01 THE DECLINED-SERVICE DRIFT

Customers whose tech wrote up brakes, tires, or an alignment — and bought it down the street.

The MPI flagged it. The advisor pitched it. The customer said "not today." Nothing in your stack triggers a follow-up. Within 90 days the work is done — by Discount, Pep Boys, or the independent. You never see the RO that didn't happen.

**30%+**  
OF RECOMMENDED WORK WALKS OUT THE LANE • GROSS LEFT AT THE DOOR

## 02 THE LAPSED-RO LANE

Vehicles you sold or last serviced 12+ months ago that have quietly defected.

The DMS has the customer, the VIN, the last-service mileage. Postcards open at 1–3%. Email blasts open at ~20%. By the time the next oil change is due, the customer has already booked at the independent six minutes away.

**~50%**  
OF CUSTOMERS HAVEN'T BEEN BACK IN 12+ MONTHS • SERVICE GROSS DRIFT

## 03 THE CYCLE-END WALK

Lease maturities and 4-year owners who roll into a competitor's showroom without a single touch.

Lease enters its final 90 days. The 4-year owner crosses the trade-in equity line. Your CRM fires a generic email; the customer never opens it. Sixty percent walk into another OEM's showroom — and the variable-ops gross walks with them.

**~60%**  
OF CYCLE-END CUSTOMERS DEFECT TO A COMPETITOR • VARIABLE GROSS LOST

SAME-STORE REVENUE • 150-ROOFTOP DEALER GROUP • T-12 MONTHS ▼ LEAK STAGE 3

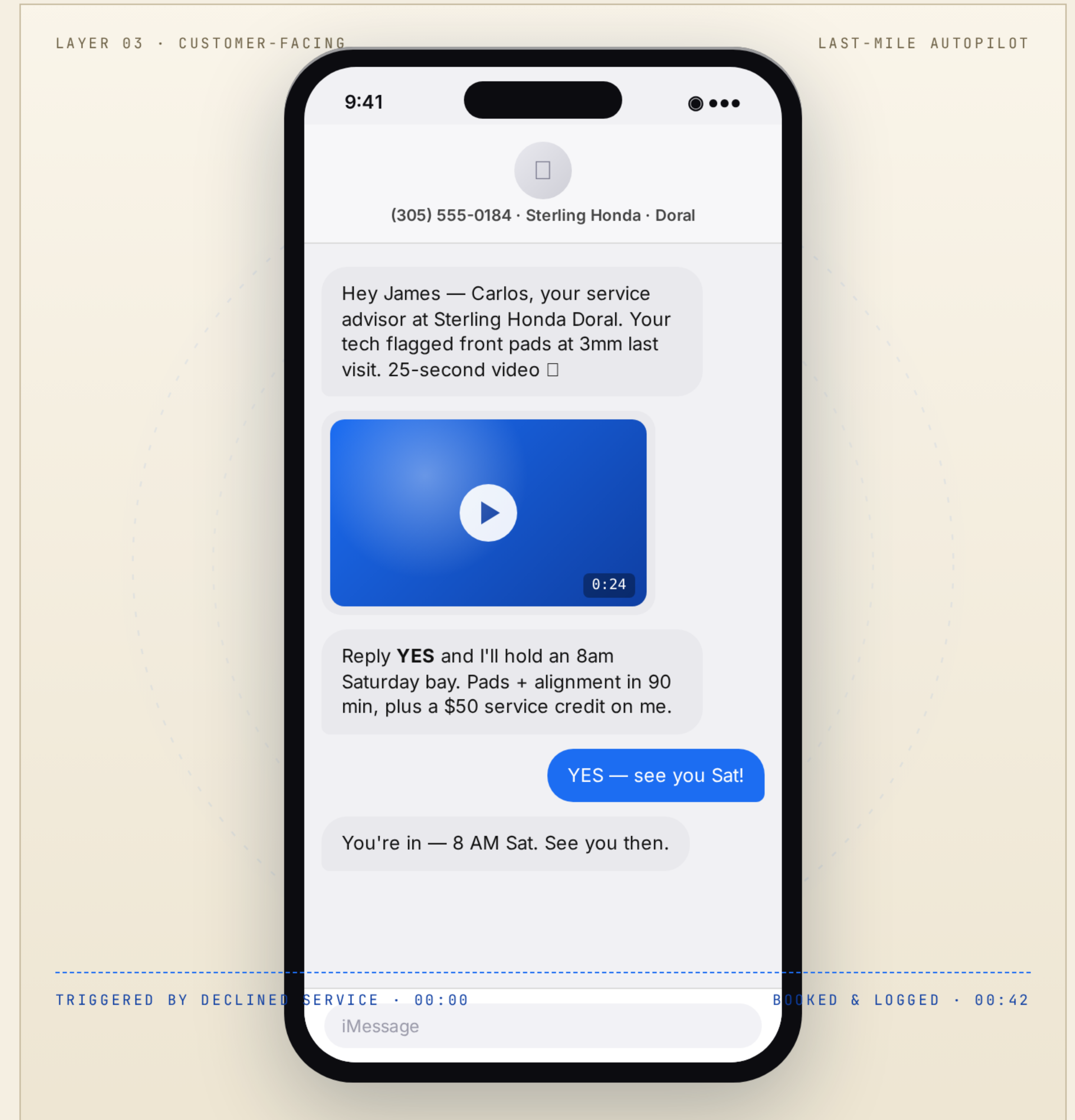


INTERVENTION • MEET FUGU

# Fugu is the *AI layer* between your DMS and your customer's phone.

One platform. Infinite personalization. Zero extra work for the service advisor.

Fugu plugs into the DMS and CRM stack you already run, detects the moment a recommended service is declined, an RO drifts past 12 months, or a lease enters its final 90 days — generates a hyper-personalized video from your service advisor's or sales rep's AI likeness, and delivers it by SMS where attention actually lives. They tap. They book. They come back. The cycle closes itself.



Turns a *declined alignment* into a *booked appointment* — and a *4-year-old delivery* into a *fresh lease* — without

ENGINE 01 OF 02

# Eliminating *follow-up friction.*

Postcard reminders and quarterly email blasts are not follow-up — they're decoration. Fugu intercepts customers where attention actually lives: the only inbox they open every time. Their text messages.

METRIC	TRADITIONAL FOLLOW-UP STACK	THE FUGU ENGINE	DELTA
<small>OPEN RATE</small> <b>Reach</b>	<b>~20%</b> Email · generic · mostly archived	<b>95%</b> SMS · personal · instantly surfaced	<b>+5×</b> Attention
<small>CLICK-THROUGH</small> <b>Action</b>	<b>2–5%</b> Email · industry benchmark	<b>32%</b> SMS · book the lane or schedule the test drive in-thread	<b>+10×</b> Conversion
<small>ADVISOR &amp; BDC EFFORT</small> <b>Labor</b>	<b>High</b> Outbound calls · BDC scripts · lane-side pitches	<b>Zero</b> DMS-triggered · fully autopilot	<b>-100%</b> Headcount
<small>PERSONALIZATION</small> <b>Voice</b>	<b>Generic</b> "Dear customer" · placeholder fields	<b>Hyper-specific</b> Customer name · advisor likeness · VIN, RO & lease history	<b>1:1</b> At scale

Five times the attention. Ten times the click. *Zero* additional headcount.

**SOURCES**

- FUGU PLATFORM TELEMETRY, ROLLING 12 MO.
- COX AUTOMOTIVE SERVICE INDUSTRY STUDY, 2024
- NADA DEALER FIXED-OPS BENCHMARK · MAILCHIMP AUTOMOTIVE EMAIL BENCHMARK, 2024

THE OPERATIONAL DIVIDEND

# Automating customer follow-up doesn't just recover declined service. It *rescues every rooftop's gross.*

Three numbers your CRO will care about. Each one is attention you start capturing — and labor you stop spending — across every rooftop in the group.

REACH · OUTBOUND

95%

ACTION · CLICK-THROUGH

32%

REPUTATION · REVIEW VOLUME

+40%

Consistently recover declined ROs, lapsed lanes, and lease cycles *without adding a single phone call* to your advisor or BDC team.

ENGINE 02 OF 02

# Driving new customer *acquisition.*

Fugu doesn't just plug leaks; it builds an organic flywheel of new ROs. Every recovered service becomes a five-star review. Every review compounds your local search rank. Rank drives appointment requests. Appointments convert. The wheel turns itself — at every rooftop in the group.

REFERENCE CASE • ILLUSTRATIVE COMPOSITE

COMPOSITE

## Sterling Auto Group • 150-rooftop multi-OEM dealer group • 12-month rollout.

OPERATOR

Multi-rooftop franchise dealer group

FOOTPRINT

150 rooftops • Sun Belt & Mid-Atlantic

DEPLOYMENT

12-month phased rollout

INTEGRATION

DMS & CRM-native (CDK • Reynolds • Tekion)

*i.*

### PRESENTING

Strong OEM partnerships and high lane volume, but bleeding gross at the silent edge of the funnel. Declined-service recovery stuck around 12% — three out of every ten recommended ROs walked. ~50% of customers hadn't returned in 12+ months. Lease-end retention sitting at 38% group-wide. Average rooftop rated 4.2 stars; same-store revenue flat YoY despite OEM tailwinds.

*ii.*

### INTERVENTION

Fugu deployed across 150 rooftops over 12 months. Three triggers: declined-service follow-up at 30 days, lapsed-RO outreach at 12 months, and lease-90-day-out pre-cycle. Each fires a personalized SMS video from the service advisor's or sales rep's AI likeness. No advisor or BDC workflow change. Strict Google review-gating compliance throughout.

*iii.*

### MODELED OUTCOME AT 12 MONTHS

**+28%**

Declined-service recovery • ROs that would have gone to the independent.

**+18%**

Lapsed-customer return • 12+ month customers re-booking the lane.

**+12pt**

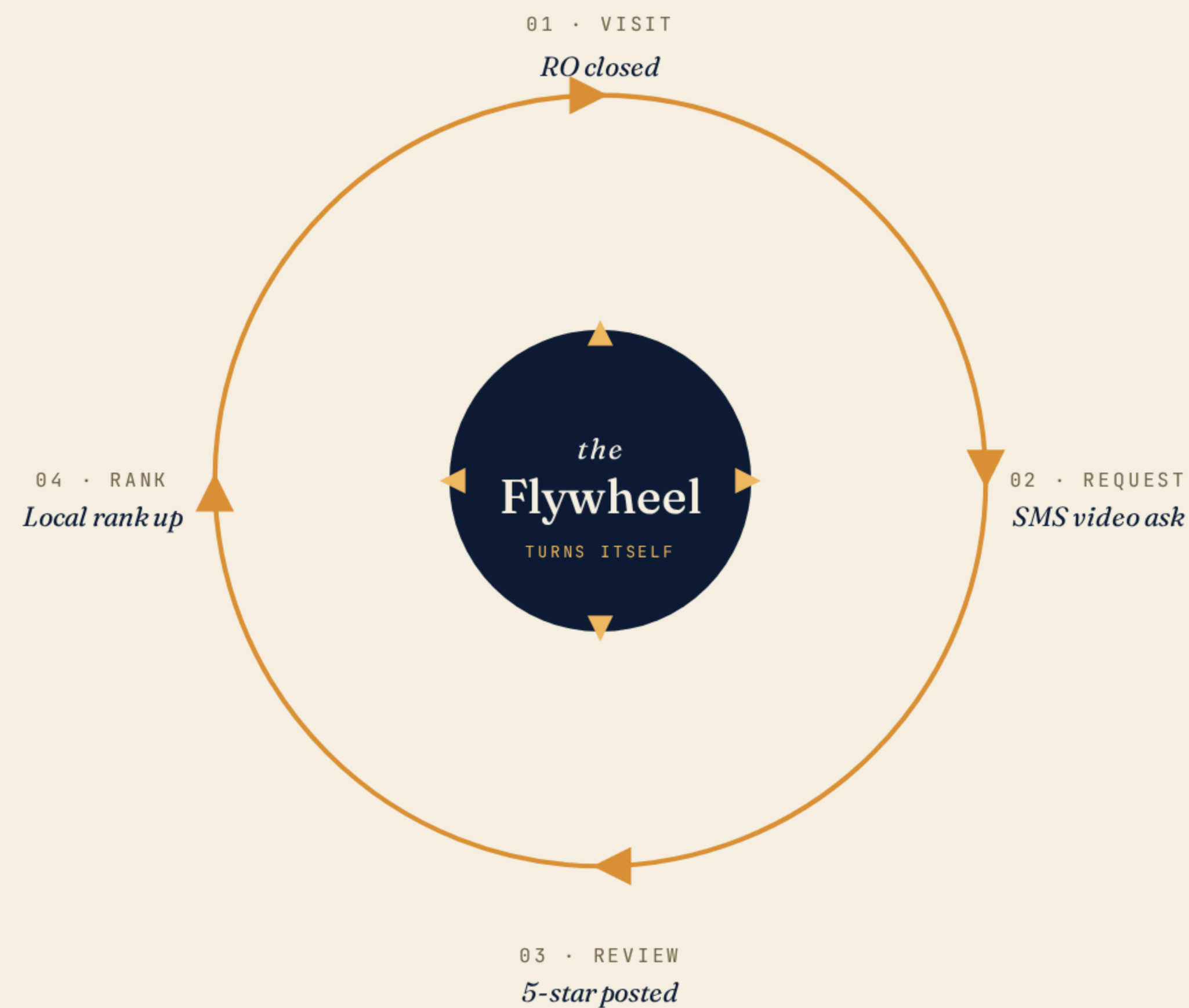
Lease-end retention lift • 38% → 50% group-wide.

Illustrative composite case • Sterling Auto Group is a representative model — not a real customer. Outcomes are modeled from Fugu platform telemetry (95% open • 32% CTR • +40% review volume) applied to public auto-retail benchmarks (Cox Automotive Service Industry Study: ~30% of recommended service is declined; NADA: average dealer-group fixed-ops gross of \$4-\$6M per rooftop annually; J.D. Power: ~38% lease-end retention industry baseline). At a 150-rooftop operator, a 28-point declined-service recapture and 12-point lease-retention lift map to a nine-figure annual gross impact. Verified multi-rooftop reference accounts in onboarding, 2026.

MECHANISM • THE FLYWHEEL

# How 5-star reviews compound into *local dominance*.

Every automated post-RO review request starts a wheel that doesn't stop turning. Each rotation lowers your cost per new owner and raises the floor under your weakest rooftop.



+40%

REVIEWS · VOLUME

Modeled lift in Google reviews per rooftop, group-wide.

4.5 ★

RATING · ACHIEVED

Star rating, up from 4.2 — above the local-search threshold.

+28%

RO · RECOVERY

Modeled declined-service recovery at the rooftop level.

*Automated, personalized video requests yield a 32% click-through rate versus 2–5% on email — and Google's ranking algorithm notices.*

DEPLOYMENT · TURN IT ON, LET IT RUN

# The *3-step* autopilot.

Integrates with the DMS and CRM stack you already run. Standardized across every rooftop in the group. Turn it on once. Let it run forever.

STEP 01 · TRIGGER



## The *Trigger*

A customer declines a recommended RO. A lease enters its final 90 days. An RO ages past 12 months. Fugu auto-triggers the moment the event posts in your DMS — no advisor or BDC input required.

LATENCY < 30 SEC

STEP 02 · ENGINE



## The *Engine*

AI composes a hyper-personalized video — customer name, advisor or sales-rep likeness, VIN, RO and lease history, suggested action — in seconds. Script, voice, face, delivery window: all automated.

BUILD TIME < 60 SEC

STEP 03 · CAPTURE



## The *Capture*

Text delivered. 95% open. Customer taps to book the lane, schedule the test drive, or leave a review. Fugu writes the action back to the DMS and logs the touchpoint. RO recovered. CAC down. No one picked up a phone.

HUMAN TOUCHES ZERO

*No human effort required beyond this point.*

THE CLOSE

# Zero risk. *All upside.*

Recover declined service. Re-engage every lapsed RO. Win the cycle-end. Do it on a 30-minute working session, on our dime.

Book a 30-minute working session.



THE FUGU PLEDGE

If we don't show you a clear path to **3x ROI** on our demo, we'll buy your team lunch. No pitch, just value.

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NEXT STEP – EMAIL US AND OUR TEAM WILL REPLY WITHIN ONE BUSINESS DAY TO SCHEDULE A WORKING SESSION AND WALK YOUR GROUP THROUGH EXACTLY HOW FUGU RECOVERS DECLINED SERVICE, BRINGS LAPSED CUSTOMERS BACK TO THE LANE, AND PROTECTS EVERY LEASE CYCLE ACROSS EVERY ROOFTOP.