

# TruVideo – Rihm Kenworth

## Rihm Kenworth is realizing increases in labor and parts sales with Decisiv SRM and TruVideo's inspection video software

With seven dealer locations in Minnesota and Wisconsin, Rihm Kenworth is meeting the service needs of on-highway fleets and vocational trucking operations across a variety of metropolitan and rural areas. Customer vehicles vary across a range of types and makes of equipment.

In use at Rihm Kenworth, the Decisiv SRM platform serves as a single service management solution and a means of collaboration and communication with customers. The technology is also integrated with a Dealer Management System.

**“With Decisiv SRM’s communication capabilities and TruVideo’s inspection video software in use on almost every truck that comes through our shops we can more easily explain repairs and get estimate approvals, and no one is surprised by the final bill. For customers, the integrated technologies are leading to significantly less downtime, and they appreciate the communication and the details.”**

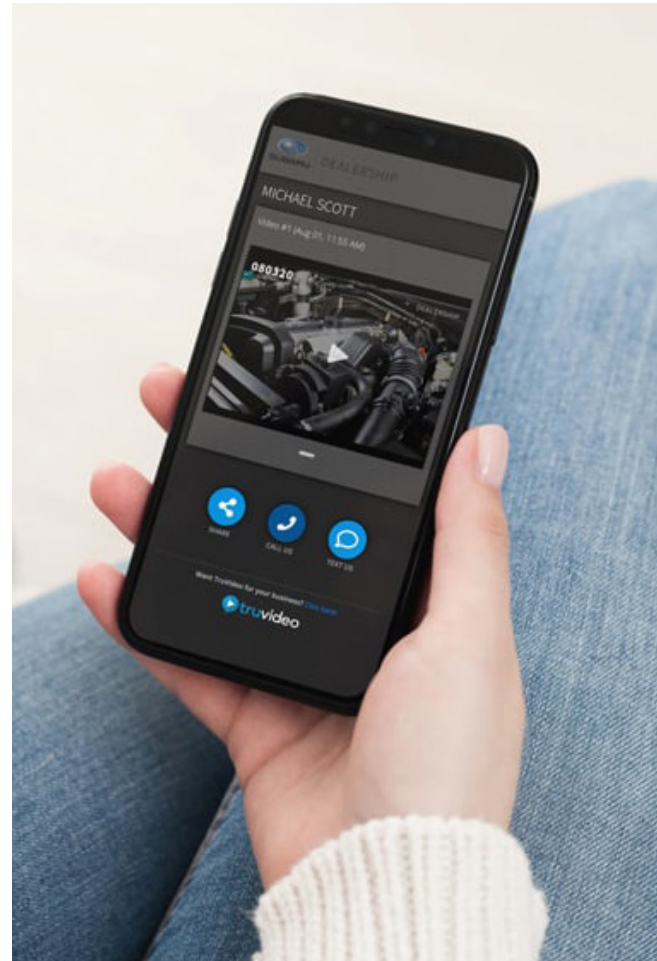
*Kenny Huff*  
*Regional Service Operations Manager*  
*Rihm Kenworth*



TruVideo joined the rapidly expanding Decisiv SRM Ecosystem in 2021 and, subsequently, Rihm Kenworth locations incorporated TruVideo into their Decisiv SRM platform. Now, their service facilities collectively produce an average of 400 TruVideo inspection videos monthly.

TruVideo inspection videos are linked to SRM Case, the core of Decisiv’s suite of applications that allows users to create and manage end-to-end service event workflow between multiple participants on any computer or mobile device.

[decisiv.com](https://decisiv.com)



## Putting a Standard Operating Procedure in place

To facilitate a uniform process across its network of dealership locations, Rihm Kenworth revamped their service management Standard Operating Procedure (SOP) to require the use of Decisiv SRM from the time a truck arrives at a facility until it is returned to the customer. The SOP also now includes the use of TruVideo inspections during all service events.

Service management practices at Rihm Kenworth incorporate TruVideo inspection videos in communication with customers on the Decisiv SRM platform. The ability to receive a video attached to a text message is preferred by customers who are often on the road or at job sites.

Incorporating inspection videos also improves communication with manufacturers for service support. Sending technical support analysts an email with a TruVideo link attached has facilitated the resolution of problems on several occasions. Videos are also easily included in warranty claims as supporting evidence that a failed part was covered and replaced.

## Finding benefits with Decisiv SRM and TruVideo

Using TruVideo and Decisiv SRM has led to measurable value at Rihm Kenworth. Comparing repair orders with and without videos, the dealership has found:

- A 78% increase in labor sales
- A 134% increase in parts sales
- A 17% increase in technician effective labor rates

Other benefits of the integrated solutions include:

- Faster estimate approval because the video and estimate more easily explain the repair to the customer.
- Reduced dwell time, leading to significantly less downtime for service and repairs from a pandemic-era high of seven days due to a shortage of technicians and parts to under three days in some locations.
- Streamlined warranty returns processing. The ability to take a video of the part with an identifying mark, which is then easily attached to other documentation, is eliminating warranty claim rejections.
- Fewer issues with customers over final bills because videos enable understandable estimates.
- The ability to hire and quickly bring customer service personnel without much experience with truck service up to speed.
- Effective training and coaching for new technicians who perform inspections. TruVideo's video software helps them become more familiar with trucks faster.

**“Comparing average sales per repair order with and without a video, there is a very clear impact not only on revenue but on the volume of work getting through our shops. That’s what makes it such a no-brainer to send a video to every customer.”** - Kenny Huff

**“With any new technology rollout there are always hiccups but when we’ve had an issue with Decisiv SRM or TruVideo, the joint support just requires an email, and they take care of us. It’s almost instantaneous.”** - Kenny Huff

*Rihm Family Companies, Inc. (RFC), headquartered in South St. Paul, Minnesota, is a fourth-generation family-owned and operated business focused on providing exceptional service in the heavy-duty truck industry. RFC includes Rihm Kenworth, an authorized dealer for Kenworth Trucks, MX, Caterpillar and Cummins engines, Eaton, and Meritor. Each Rihm Kenworth location has a full-service shop staffed by factory trained and certified technicians.*