

CASE STUDY

How Budgen Motor Group Improved Their Online Car Service Booking Journey

THE CHALLENGE

Many online service booking journeys are still little more than enquiry forms - with customers selecting services themselves and waiting for dealership follow-up.

This can create:

- ✗ Inconsistent customer journeys
- ✗ Increased reliance on manual checks
- ✗ Booking friction and customer uncertainty

THE SOLUTION

Budgen implemented an online vehicle service booking journey that allows customers to quickly identify their vehicle, receive service recommendations and complete their booking more easily.

Integrated with the dealer's DMS provider, customers simply enter their registration number to access:

- ✓ Vehicle-specific service recommendations
- ✓ Clear pricing guidance
- ✓ A simpler online booking experience
- ✓ Real-time workshop diary integration

OPERATIONAL IMPACT

- More accurate service bookings first time
- Fewer internal queries and pricing discrepancies
- Better alignment between customer bookings and workshop requirements
- Improved booking confidence for customers
- Reduced booking abandonment

COMMERCIAL IMPACT

January-April 2026



45%

Average booking conversion rate



£218

Average booking value



+19.7%

Increase in net bookings
vs January-April 2025

“Working closely with the SMR iQ team during the early rollout has helped us shape a more intuitive online booking journey for our customers.

Replacing our traditional enquiry-led process with a guided online booking journey has been a really positive step forward.

Customers can now quickly identify their vehicle, receive clear service guidance, get a quote and complete bookings more confidently online.

This is already reflected in strong booking conversion rates and increased overall bookings compared with the previous year.

James Martin Budgen Motor Group