



## **MenuVantage Helps Auto Dealers Extract Profit from Service Drive with Addition of E-Signature to ServiceMenu Tool**

*MenuVantage, the market's premier web-based menu selling system, today announced an updated version of its highly successful service drive profit building tool for automotive dealers, ServiceMenu. Key new features include the addition of E-Signature. The latest version of ServiceMenu will be distributed through all MenuVantage marketing channels and partners, including ADP Dealer Services*

Orlando, Florida ([PRWEB](#)) January 12, 2009 -- MenuVantage, the market's premier web-based menu selling system, today announced an updated version of its highly successful service drive profit building tool, ServiceMenu. Key new features include the addition of E-Signature. The latest version of ServiceMenu will be distributed through all MenuVantage marketing channels and partners, including ADP Dealer Services.

ServiceMenu is a web-based dynamic sales tool that integrates with major Dealer Management System (DMS) providers for a seamless service transaction and gives auto dealerships an easy, affordable way to increase product sales in the service drive. The addition of Electronic Signature through the new MenuVantage platform streamlines the entire process in the service drive. Dealers can now submit consumer service contracts electronically, right from the service drive, reduce errors in contracting and significantly reduce the amount of time spent executing the contract.

"We are seeing the huge profits created in the service lane through the selling of F&I products, as maximizing the profitability of service customers has never been more important. As a result, sales of ServiceMenu are exploding!" commented Phillip Battista, MenuVantage Co-CEO. "The power of a menu presentation in F&I is well known; providing more options so the customer can buy more products. ServiceMenu makes it easy to apply these same tools in the service department," Battista added.

With ServiceMenu, and MenuVantage's F&I menu selling platform, MenuVantage provides dealerships with menu selling tools to increase dealership gross in the three key profit areas of F&I, Service and Sales.

True menu selling in the service department can create tremendous profit opportunities. ServiceMenu provides an electronic lookup in the service drive so that service writers can accurately rate service contracts and other valuable F&I and service related products. ServiceMenu enables the presentation of these products to each and every customer in the service drive.

ServiceMenu enables service writers to present customized menu presentations to each customer by simply clicking on an existing repair order. It also has dynamic sales tools enabling various offers to be sent electronically to customers before picking up their cars in service.

In addition to ServiceMenu, MenuVantage provides dealers with superior F&I tools to ensure compliance and increased per unit profit. The system offers F&I Departments the most advanced technology available on the market including electronic submission of warranty and F&I products to providers, real time service contract rating for over 60 providers, and dynamic printing of documents on regular paper.

MenuVantage has seen a strong increase in market presence and currently processes more than 100,000 deals



per month for 14,267 users at automotive dealerships in all 50 states nationwide as well as Puerto Rico and Canada; the average deal with MenuVantage produces \$903 per unit compared to \$633 per unit without the system - a 30% increase in revenue. ServiceMenu will be demonstrated at the 2009 NADA Convention in New Orleans, Jan 24-27, at booth #4360.

#### About MenuVantage

MenuVantage, based in Orlando, Florida, provides automotive dealers with best in class F&I tools to ensure compliance and increased per unit profit. The MenuVantage system offers F&I departments the most advanced technology available on the market today to increase F&I sales. It is also capable of the electronic submission of warranty and F&I products to providers, real time service contract rating, and the electronic contracting and signature. Founded in 2003, MenuVantage has enjoyed tremendous growth and currently services 14,267 users at automotive dealerships in all 50 states nationwide, Canada and Puerto Rico, processing more than 100,000 deals per month.

MenuVantage has developed a system that not only assists dealers in the F&I office, but also providers with contract administration making the system a truly end-to-end business solution. Over 60 providers currently enjoy the benefits of the MenuVantage platform including , Service Payment Plan (SPP), A.U.L Corporation, LOTS, Cal-Tex Protective Coatings, SouthwestRe, CNA National, EasyCare, GE, American Financial Automotive Services, and Safeguard. MenuVantage can be reached on the web at [www.menuvantage.com](http://www.menuvantage.com).

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**Online Web 2.0 Version**

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