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Pied Piper launches 2 new dealership performance monitoring & alert programs

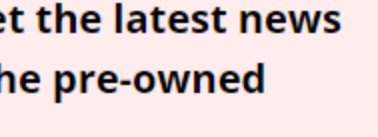


Image courtesy of the company.

Monday, Aug. 17, 2026, 02:02

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By Auto Remarketing Staff



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The monthly report has been the dealership cadence for decades.

Pied Piper Management Co. wants to bring the information tempo into the present with the launch of Sales Lead Handling Effectiveness (LHE) and Service Scheduling Effectiveness (SSE).

They're subscription programs that use technology to make continuous monitoring and proactive alerts practical and affordable, measuring customer interactions daily or weekly and alerting local management only when something goes wrong.

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Pied Piper pointed out that traditional monthly reports delay the identification and resolution of problems, whereas continuous

monitoring can quickly alert clients when something goes wrong, preventing additional lost customers.

Through independent daily or weekly measurement, Pied Piper said the programs can identify customer-handling problems as they occur, verify that retailer personnel, artificial intelligence and technology systems are working together effectively, and help dealerships continuously improve customer experiences.

"Traditional monthly reports demand attention regardless of performance, and tell you what happened in the distant past," said Fran O'Hagan, founder and CEO of Pied Piper, which also released its **Service Scheduling Effectiveness (SSE) Auto Dealer Group Study** in July and its **PSI Internet Lead Effectiveness Auto Dealer Group Study** in May.

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"Our continuous monitoring quickly alerts clients only when something goes wrong, preventing the next lost customer instead of simply documenting the last one," O'Hagan continued in a news release.

Pied Piper highlighted LHE and SSE can help multi-location retailers identify customer inquiries that go unanswered, receive inadequate follow-up or break down during handoffs between AI, systems and employees.

Pied Piper conducts independent daily or weekly evaluations across telephone, chat and website contact forms, including subsequent retailer follow-up by phone, text and email. When an evaluation reveals a failure, the local manager receives a text message containing a concise, 90-second audio performance alert explaining what happened. When customer interactions are handled well, management is not interrupted.

"Think of Pied Piper as a smart employee whose only job is to watch over this part of the business," O'Hagan said. "When everything works, management isn't interrupted. When something breaks, we tap the local manager on the shoulder and explain what happened."

At month-end, managers receive a three-minute audio executive briefing summarizing performance, notable patterns and areas requiring attention. They can access individual evaluations, historical results and detailed reports at any time.

Managers can also use Piper Answers — Pied Piper's interactive AI assistant — to answer questions about their measurement results, compare locations, benchmark performance and uncover opportunities for improvement.

O'Hagan said the result is effective continual oversight without having to study unnecessary reports or remember to watch another dashboard.

"Management naturally assumes that established processes, employees and technology are working together as intended," O'Hagan said. "The most common reaction when independent measurement reveals otherwise is, 'We just didn't know.' Pied Piper provides the visibility and accountability needed to identify these failures before they become routine."

Pied Piper's Sales Lead Handling Effectiveness (LHE) and Service Scheduling Effectiveness (SSE) programs are offered as subscriptions. Daily measurement and monitoring is available for \$259 per location per month, while weekly service is available for \$99 per location per month.

Clients simply select the retail locations, customer inquiry types and measurement frequency they want, and Pied Piper handles the rest.

"There is no software to install, no lengthy implementation process and no disruption to daily operations," the company said.

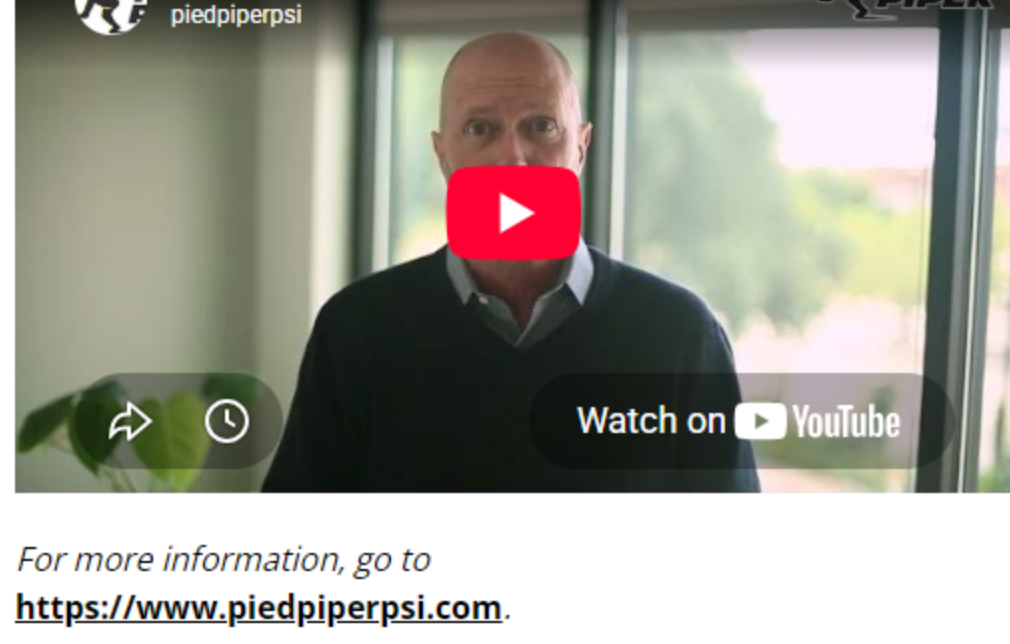
LHE can measure how retail locations handle new customer sales inquiries by telephone, chat and website contact forms, including follow-up by phone, text and email.

For car dealerships, SSE can measure whether customers attempting to schedule service by telephone or website can successfully secure real appointments, receive confirmation and obtain appropriate follow-up communication.

Both programs are also available to manufacturers, franchisors, dealer groups and other multi-location organizations seeking independent, ongoing verification of retailer performance.

"Customer-handling failures don't become costly because they happen once. They become costly because nobody knows they're happening," O'Hagan said. "With Pied Piper monitoring, clients find those failures early and prevent the next lost customer instead of simply explaining the last one."

O'Hagan elaborated about the tools in the video available below.



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