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Pied Piper launches continuous retail performance monitoring for dealers

The Staff - August 18, 2026

Pied Piper Management Company is rolling out a new subscription-based service designed to give multi-location retailers real-time visibility into missed sales leads, unanswered customer inquiries and service-scheduling failures.

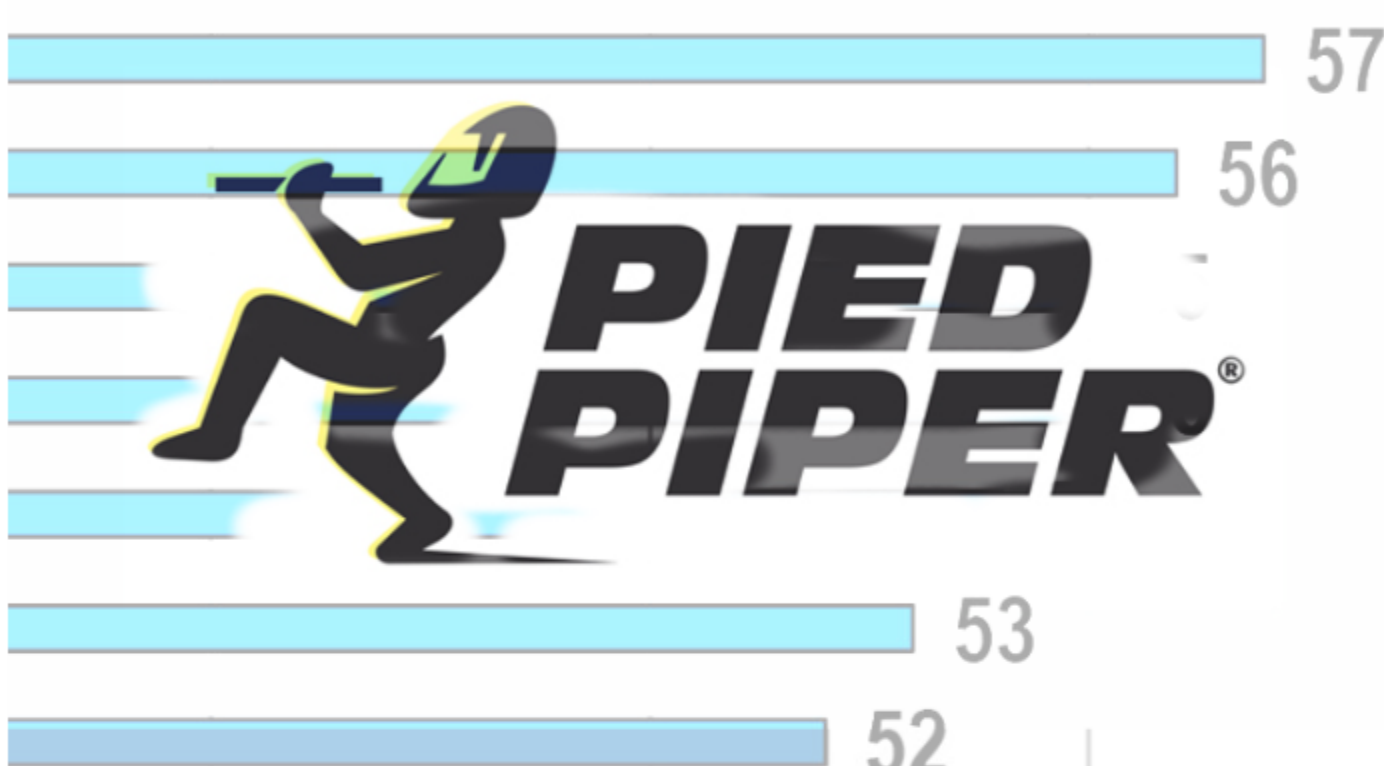


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Rather than relying on monthly or quarterly performance reports, Pied Piper's new services independently evaluate customer interactions daily or weekly and alert local management when a problem is identified. (File photo)

The Austin, Texas-based company announced its Sales Lead Handling Effectiveness (LHE) and Service Scheduling Effectiveness (SSE) programs Aug. 17. Rather than relying on monthly or quarterly performance reports, the services independently evaluate customer interactions daily or weekly and alert local management when a problem is identified.

For powersports dealers, the approach could offer another way to identify customer-handling issues before they lead to lost sales or service business.

“Traditional monthly reports demand attention regardless of performance, and tell you what happened in the distant past,” says Fran O’Hagan, founder and CEO of Pied Piper. “Our continuous monitoring quickly alerts clients only when something goes wrong, preventing the next lost customer instead of simply documenting the last one.”

How it works

Pied Piper evaluates customer interactions across telephone calls, online chats, and website contact forms, as well as subsequent follow-up by phone, text, and email. When an evaluation identifies a failure, the local manager receives a text message with a 90-second audio Performance Alert explaining what happened. When interactions are handled properly, management receives no alert.

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PIED PIPER LAUNCHES NEW ERA OF CONTINUOUS RETAILER PERFORMANCE MONITORING AND PROACTIVE ALERTS

Daily or weekly independent measurement identifies unanswered customer calls, ignored online leads and failed follow-up, and alerts local management when action is needed.

AUSTIN, TEXAS—August 17, 2026—Retail performance has traditionally been measured with monthly reports that require attention even when everything is working well, and problems may have been happening for a month before they are revealed. Pied Piper Management Company, LLC today announced a new approach. Its Sales Lead Handling Effectiveness™ (LHE™) and

Pied Piper says the independent monitoring is intended to uncover problems that may not be visible in a dealership's existing CRM, phone or AI systems. (Image: Pied Piper)

At the end of each month, managers receive a three-minute audio Executive Briefing highlighting performance, trends and areas that may require attention. Individual evaluations, historical results and detailed reports also are available. The company also offers Piper Answers, an interactive AI assistant that allows managers to query measurement results, compare locations, benchmark performance and identify potential improvement opportunities.

Pied Piper says the independent monitoring is intended to uncover problems that may not be visible in a dealership's existing CRM, phone or AI systems. For example, a CRM may show that a lead was delivered even if the customer never received a useful response. Similarly, a phone system may record a successful transfer even if the customer ultimately reaches voicemail or is disconnected.