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Service scheduling improves industry-wide, Volkswagen dealers lead the pack

Pied Piper's second annual study ranks 33 brands on phone and website scheduling, with online booking showing the biggest gains.

By **Jason Becknell**
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On the Dash:

- Every brand in the study improved its service scheduling score, lifting the industry average 7 points
- Volkswagen ranked first overall, Volvo second, with Acura, BMW, Mazda and Nissan tied for third
- Independent chains reached callers faster and offered earlier appointments than the average dealership

According to a new [Pied Piper](#) report, each auto brand improved its customer service scheduling this year. Per the report, [Volkswagen](#) dealers led the [2026 Service Scheduling Effectiveness \(SSE\)](#) Auto Industry Study with an average score of 73 out of 100. The industry's average increased by 7 points in its second year. Pied Piper evaluated 6,538 service requests via phone and website from dealerships of 33 U.S. brands and four independent chains.

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Additionally, website scheduling improved the most, rising 12 points as technical issues dropped from 9% to 5%. Phone scheduling increased by 3 points, though eight brands experienced declines. Overall, 16% of callers couldn't book appointments, exceeding 25% for five brands, while three stayed below 10%. Common problems included being placed on hold, stuck in phone trees or AI loops, or reaching voicemail. The report also noted that AI handled routine requests effectively, but about one-third of AI-to-human transfers failed.



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How the brands ranked for service scheduling

[Volvo](#) placed second overall at 71 behind [Volkswagen](#), and [Acura](#), [BMW](#), [Mazda](#) and [Nissan](#) tied for third at 70. Volvo led website scheduling at 79, while Volkswagen led phone scheduling at 69.

Website scheduling failure rates ranged from under 1% to 31% by brand, compared with 5% industrywide. Here's how brands performed on several key measures:

- Booked online less than one week out more than 95% of the time: [Acura](#), [Honda](#), [Mini](#), [Mercedes-Benz](#) and [Mitsubishi](#)
- Booked online less than one week out under 80% of the time: [Hyundai](#), [Lincoln](#), [Genesis](#) and [Alfa Romeo](#)
- Answered calls within three rings more than 80% of the time: [Land Rover](#), [Porsche](#) and [Volkswagen](#)
- Answered calls within three rings under 65% of the time: [Lincoln](#), [Infiniti](#), [Chrysler](#) and [Genesis](#)
- Set an appointment on more than 90% of calls: [Porsche](#), [Volkswagen](#) and [Toyota](#)
- Set an appointment on under 75% of calls: [Genesis](#), [Dodge](#), [Ram](#), [Lincoln](#) and [Alfa Romeo](#)
- Earliest phone appointment less than two days out: [Land Rover](#), [Honda](#), [Mini](#) and [Lexus](#)
- Earliest phone appointment more than five days out: [Ram](#), [Lincoln](#) and [Genesis](#)

Independents set the pace on the phone

Independent chains [Midas](#), [Pep Boys](#), [Firestone](#) and [Meineke](#) outperformed dealerships on key phone measures. Callers reached an advisor in 38 seconds at independents and 66 seconds at dealerships. The earliest appointment averaged 1.3 days out at independents and 2.9 days at dealers.

Dealers scored higher for the overall website experience, though independents had fewer online booking failures. Fixed ops generates 70% to 80% of dealership operating profit, according to [Pied Piper](#).



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