PIED PIPER LAUNCHES SERVICE PRICE MONITOR™ TO IDENTIFY DEALER SERVICE PRICING OPPORTUNITIES

New quarterly service measures local competitor pricing and shows dealership management where pricing opportunities and competitive risks exist

• **Local, Apples-to-Apples Pricing:** Each quarter, Pied Piper independently measures five services at the dealership and five local competitors using identical vehicle and service specifications.

• **Highlights What Matters:** Every report includes a customized 90-second "What We See" audio briefing identifying pricing opportunities, competitive risks, market changes, and other findings that deserve management attention.

• **Explore the Results:** Piper Answers™ allows management to ask questions about the results in plain English, while dealer groups and manufacturers can identify patterns and opportunities across their networks.

AUSTIN, TEXAS – November 9, 2026 – Pied Piper today announced the launch of Service Price Monitor™ (SPM™), a new service that independently measures automotive dealership service prices against local competitors and identifies where pricing may offer opportunities to improve profitability or pose risks to service volume and customer retention.

Every quarter, Pied Piper measures five services at the dealership and five local competitors using identical vehicle and service specifications. SPM then analyzes those results to show management where the dealership stands in its local market, what has changed, and which findings deserve attention.

"Knowing what your competitors charge is useful, but the real value comes from understanding what those prices mean for your business," said Fran O'Hagan, Founder and CEO of Pied Piper. "Where might you have room to increase price? Where might your price be high enough to cost you business? What changed since last quarter? We designed SPM to put those answers in front of management."

Finding the Right Price for Each Service

Service pricing presents dealerships with a balancing act. Increasing prices can improve gross profit per repair order, but not if enough customers take their business elsewhere to offset the

additional margin. At the same time, a dealership priced substantially below competing alternatives may be leaving profit on the table.

SPM makes that local pricing position visible. Clients select five maintenance and repair services to measure, along with the vehicle makes, models, model years and trim levels to be used. Examples include synthetic oil and filter changes, front brake pads and rotors, four-wheel alignments, battery replacements and cabin air filter replacements.

Pied Piper anonymously gathers current prices from the dealership and five local competitors using the same vehicle and service specifications for every inquiry, providing an apples-to-apples comparison of what customers in that market would actually encounter.

Turning Prices into Action

Each quarterly SPM report includes a customized 90-second "What We See" audio briefing that uses comprehensive AI analysis to highlight the pricing opportunities, competitive risks and market changes that matter most to each dealership.

Piper Answers™ allows users to explore the results by asking questions in plain English: Where do we have the greatest opportunity to increase price? Which services are priced highest relative to competitors? What changed since last quarter?

Every pricing inquiry also includes a call summary documenting the quoted price, promotions, appointment availability, recommended services or upsells, and noteworthy advisor comments.

"Managers have plenty of data already," said O'Hagan. "SPM draws attention to what matters most, then lets management dig deeper by simply asking questions."

Local Markets Matter

Service prices that are appropriate in one market may be completely wrong in another. For that reason, SPM evaluates each dealership against competitors serving customers in its own local market rather than against a single national price.

"Knowing that one dealership charges $89 and another charges $109 doesn't tell you whether either price is right," said O'Hagan. "One might be the highest price in its market while the other is the lowest. What matters is what customers can pay for the same service nearby."

For dealer groups and auto manufacturers, SPM rolls those individual local-market comparisons into enterprise reporting. Management can identify dealerships with the greatest pricing opportunities or competitive risks and analyze trends by dealership, competitor, region, market, vehicle or service category. Piper Answers™ allows executives to explore those results across the network.

Four Times Per Year, $379 Per Dealership

SPM is budget-friendly, priced at $379 per dealership per year, including four quarterly measurements. Each quarter, Pied Piper measures five services at the dealership and five local competitors. No software installation or dealership employee involvement is required for Pied Piper to conduct the measurement.

Results accumulate throughout the year, allowing management to see how its own prices and competitor prices change over time.

About Pied Piper

Austin, Texas-based Pied Piper Management Company LLC verifies that people, AI & systems work together as intended, by measuring and monitoring customer interactions across phone, web, chat, text and email for a wide range of industries. Pied Piper also evaluates retail facilities against established standards and, for motor vehicle industries, monitors service scheduling and competitive service pricing. Manufacturers, franchisors, dealer groups and other multi-location businesses use Pied Piper to improve customer experience and convert more customer inquiries into revenue.

For more than 15 years, Pied Piper has also published industry benchmarking studies comparing brand performance and identifying both industry leaders and opportunities for improvement.

Learn more about Service Price Monitor™ at www.piedpiperpsi.com/service-price-monitor/