



**FOR IMMEDIATE RELEASE:**  
**October 15, 2021**

## **ISUZU COLLABORATES WITH DECISIV TO ENHANCE CUSTOMER EXPERIENCE**

*Industry Leading Web-based Service Relationship Management for Improved  
Dealer Efficiency and an Enhanced Customer Experience*

**ANAHEIM, Calif.**—Isuzu Commercial Truck of America, Inc., distributor of America’s best-selling low-cab-forward trucks, today confirmed a long term collaboration with Decisiv, the industry-leading provider of dealer Service Relationship Management (SRM) software. The program, branded as Isuzu Connect, has been enhanced for the Isuzu dealer network. The program is being implemented in all Isuzu commercial truck dealerships across the United States and Canada over a multi-year rollout plan.

Customers will quickly notice the benefits of Isuzu Connect, through next-level quality of communication, timely estimates and increased repair accuracy—meaning trucks are fixed right the first time. Ultimately, reduced downtime (up to 25% less) will drive customer satisfaction, retention and repeat business.

“Isuzu Connect will align the Isuzu dealer network with our goal of enhancing the customer experience in a time where the product and technology gaps have continued to get narrower,” said Shaun Skinner, president of Isuzu Commercial Truck of America and Isuzu Commercial Truck of Canada. “Our dealership associates will have more tools at their fingertips, including Isuzu’s Uptime Support team, to minimize downtime and maintain a high level of efficiency within their service and parts operations.”

The Isuzu Connect rollout will focus on quality and efficiency for dealership users by leveraging dealer management system (DMS) integrations such as CDK, Karmak Fusion, Procede and others. This eliminates redundancies and utilizes the best of both the Isuzu Connect platform and each dealership’s DMS. Isuzu will employ an effective, in-dealer training process that ensures dealer personnel are comfortable using the system for immediate productivity.

“As customer expectations continue to change in a constantly evolving market, Isuzu will also continue to integrate its systems with the Isuzu Connect platform to further streamline routine

functions used most frequently by dealership associates,” said Skinner. “Future connection integrations will also support new vehicle technology such as EV trucks, telematics, maintenance reminders and vehicle sharing. Isuzu is committed to ensuring Isuzu customers realize maximum value from their investment in our extensive line of Class 3-7 low cab forward diesel- and gasoline-powered trucks.”

### **About Isuzu Trucks**

Isuzu commercial trucks have been the best-selling low cab forward trucks in America every year since 1986. Headquartered in Anaheim, California, Isuzu Commercial Truck of America, Inc., is the distributor of Isuzu commercial vehicles in the United States. Isuzu Commercial Truck of America, Inc. is a subsidiary of Isuzu Motors Limited, one of the world’s largest manufacturers of medium- and heavy-duty trucks.

For more information, call (866) 441-9638 or visit [www.isuzucv.com](http://www.isuzucv.com).

### **About Decisiv, Inc.**

Virginia-based Decisiv is the provider of the largest asset service management ecosystem for the commercial vehicle industry. The Decisiv Service Relationship Management (SRM) platform is the foundation for the nearly 5,000 service locations across North America that manage more than 3.5 million service and repair events for commercial vehicles annually. Through Decisiv’s SRM platform, dealers, service providers, manufacturers, and fleet and asset managers can communicate and collaborate during every service event. For more information, visit [www.decisiv.com](http://www.decisiv.com).

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