



Midwest AUTO CARE ALLIANCE

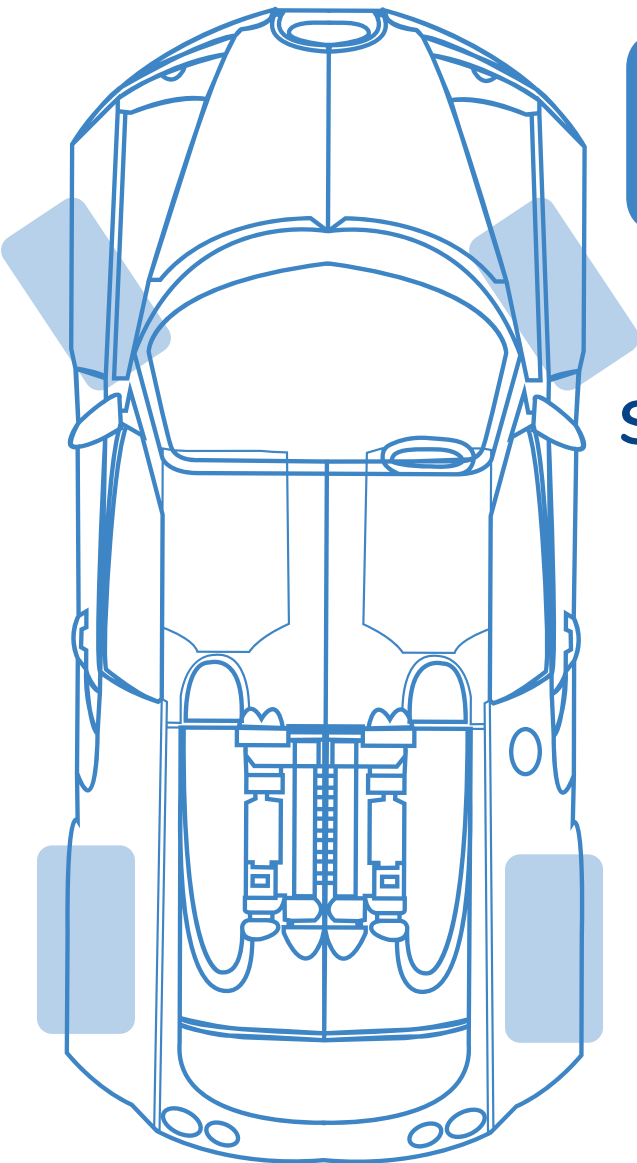
Wichita Chapter

Supercharge Your Service Process



by Frank Dragoni, Bolt On Digital Inspection Training

Before digital inspection when there was an issue we always walked the customer out into the shop to show them the problem. How do we do that when the customer isn't there? We can now bring the shop and the vehicle to the customer virtually. Customers are 70-80% more likely to buy additional services w/ Images shown, compared to 10-15% when just talking about needed services. The average independent repair facility averaged about \$400 per ARO national in 2019. Bolt On customers using Digital Inspection average about \$680 per car. The trust & transparency builds a better experience for the customer and they are more likely to return for another visit. Learn about how to get your shop from rags (paper courtesy) to riches (digital inspections).



Tuesday, Feb. 11, 2020



6:30-8:30pm



BG Products
740 S Wichita St
Wichita, KS 67213

Members: \$30
Non-Members: \$50
includes dinner and training

Sponsored By:



UPCOMING EVENTS:
March:
VISION Roundtable
More info coming soon!

Register at mwaca.org/events

Questions? 816.413.9800