

# PowerTips

Tools for Helping to Increase Shop Revenue and Profitability with Epicor® MechanicNet™ Cloud CRM

## What You Don't Know About Customer Frequency Limits Your Decision Making

*“My customers are loyal and they come back.”*

We hear this from shop owners all the time, and it must be true, or those shops would be out of business. But the *real* question is not *whether* customers come back; but *when* and *how often*?

The Epicor MechanicNet Cloud CRM Customer Frequency Report includes a tool for measuring how often customers visit your shop, presented in a way that makes it easy for you to take action (e.g., pulling a code that points you in the direction of a procedure or repair).

For example, the shop shown here saw 3,425 customers over the previous 12 months.



### Customer Frequency

	1x Customer	2x Customer	3x Customer	4x Customer	5x+ Customer	Total
Customers	2,467	484	186	101	187	3,425
Visit Ratio	73%	14%	5%	3%	5%	100%
Total Sales	\$136,006.23	\$131,223.06	\$89,447.94	\$95,426.27	\$378,370.55	\$830,474.05
Average Invoice	\$55.13	\$135.56	\$160.30	\$236.20	\$194.24	\$130.89

**3,425**  
*visits in the last  
12 months*

Of those 3,425 customers, 2,467—nearly three-quarters—visited only once.

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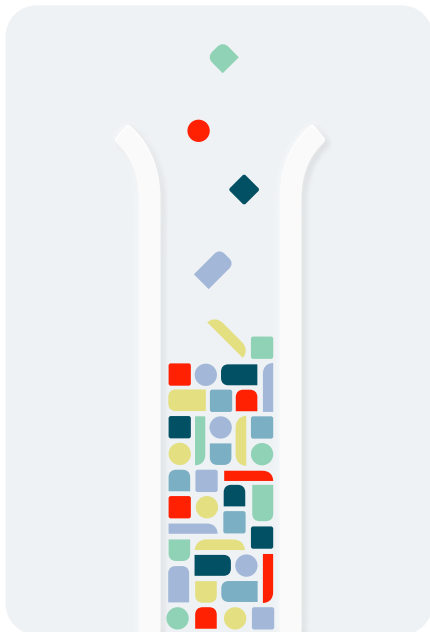
**2,467**  
*came just ONCE in  
those 12 months*

Of course, those customers might come back eventually, but *when*?

Rarely do we find a shop owner who is happy with 73% of his or her customers showing up only once a year. Most drivers receive vehicle service multiple times every year...so if they aren't coming back to your shop, where are they going?

Either nowhere...or to a competitor, that's where.

[Sign up for a free Shop Profit Clinic](#) to see how you can keep them coming back—and coming back to you.



## Training & Resources

The Epicor MechanicNet Cloud CRM solution gives you the ability to build lasting customer relationships that will help you accelerate profitable growth. Learn more about how you can achieve EPIC Results by scheduling a free Shop Profit Clinic. [Click here to get started!](#)

In case you missed them, previous issues of PowerTips shared tips and tricks for other great features within your MechanicNet Cloud CRM platform. Click the links below to read them:

- [Get better results by reaching your customers multiple ways](#)
- [Make your first-time customers long-time customers](#)
- [Use Recommended Service Reminders to bring work back to your shop](#)
- [How to boost revenue during the holidays](#)
- [Sell more service, more quickly with MTexting](#)
- [Build loyalty with the OBD4 Business dashboard's Customer Frequency Report](#)
- [Protect your valuable relationships with powerful communications tools](#)

**Have questions or comments about Epicor MechanicNet Cloud CRM?**  
Contact us today at 1.888.463.4700, Option 5, or [automotive.marketing@epicor.com](mailto:automotive.marketing@epicor.com).

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