Don't Give that Work to Your Competitors

You pull the car in. Lift it. Inspect it. Write it up. Look it up. Then you call the customer and get the response: "Nope, not today." Not to all the work, but to some of it. These responses are usually the result of the work costing more than they planned or it might simply be they don't want to leave their vehicle with you overnight. But then what?

"Oh, they'll come back," you assume. And most do. But **when**? How long do you want to wait? What about the ones that **don't** return?
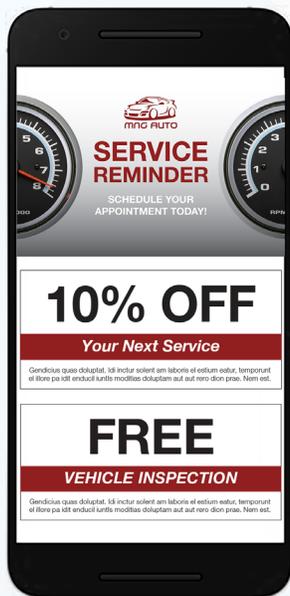
If you aren't sending reminders to make sure these customers come back—and come back to **your** shop—that work could end up being done by your competitors. **You don't have to let the jobs slip away**.

Recommended Service Reminders in your Epicor® MechanicNet™ Cloud CRM solution use the data in your shop management software* to trigger emails and postcards to make sure that work comes back to your shop!

Remember, these are usually the bigger jobs, too, so use this valuable tool to make sure they don't get away!

System dependent—call for details regarding your particular POS or shop management system.

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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!

- The 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:
    - 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.

About Epicor Software Corporation

For almost 50 years, Epicor Software Corporation has specialized in helping their customers grow their businesses, expand their capabilities, increase their productivity, and improve efficiencies. A leader in Enterprise Resource Planning for medium-sized businesses, Epicor serves as a trusted partner for thousands of companies worldwide across key industries such as manufacturing, distribution, and retail. Through its innovative services and unparalleled vertical knowledge, Epicor is creating a world of better business for their customers, building in their unique business processes and operational requirements into every one of their solutions in the cloud or on premises. For more information, connect with Epicor or visit www.epicor.com.

EPICOR.   **MechanicNet CLOUD CRM**

Contact us for more information on Epicor products and services

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