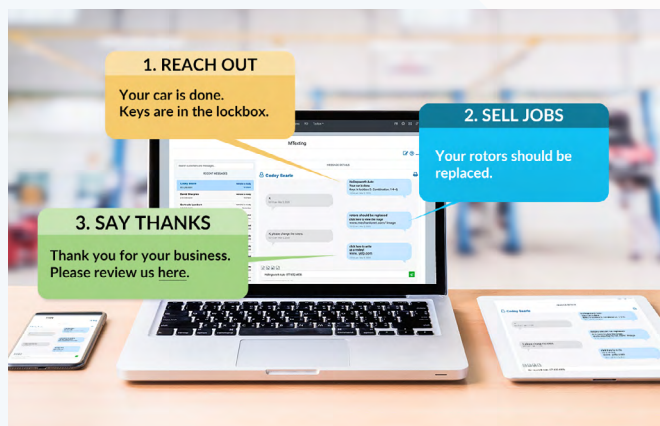# Customer Retention Has Never Been More Important

One of the most significant challenges over the past few months has been the interruption of customer routines, including how they've handled service for their vehicles. You have a strong base of loyal customers, many of whom have had their own routines interrupted. Now is as vital a time as ever to ensure you're maintaining solid connections with these customers so they'll return to you when the "New Now" transitions to the new normal.

Protect your hard-earned customer relationships today and for years to come by leveraging the full suite of communication resources available in your Epicor MechanicNet Cloud CRM solution. From email to texting to printed postcards, you have a broad range of options to stay connected.

Engage Your Customers **Right Now**

Consumers want to know how their trusted service providers are managing business operations in a time of social distancing. With the enhanced MechanicNet MTexting feature, you can send quick, compelling text messages to stay in touch with your customers and let them know you're ready to meet their needs.

Remember, you've worked long and hard to earn your customers' trust. Protect these valuable relationships with the help of a powerful, automated CRM solution that drives customer engagement and service revenue in all economic environments.

COVID-19 Training & Resources

- **Free Webinar!** The MechanicNet team recently hosted a webinar to help shop professionals build business volume during these challenging times. Click here to watch the webinar.

- **Epicor MechanicNet brochure!** Click here to learn how Epicor MechanicNet Cloud CRM can help your business grow.

Have questions or comments about Epicor MechanicNet Cloud CRM?
Contact us today at 1-877-632-4638 or automotive.marketing@epicor.com.

About Epicor

Epicor Software Corporation equips businesses with enterprise solutions that shape the extraordinary. For over 45 years, Epicor custom cloud-based and on-premises solutions have optimized workflows for companies across industries—manufacturing, distribution, retail, and service—at every scale. With deep industry knowledge and experience, Epicor solutions are purpose-fit, helping you to improve performance and profitability. We build every solution by your side so you can move beyond the day-to-day and plan for your tomorrow. Visit www.epicor.com to start your partnership and realize your extraordinary.

EPICOR **MechanicNet CLOUD CRM**

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