

# POWERTIPS

Tools and Tricks for Increasing Shop Revenue and Profitability with Epicor<sup>®</sup> MechanicNet<sup>™</sup> Cloud CRM

## How Loyal are Your Customers? There's a Report for That!



Nothing is more essential to your long-term success than customer loyalty. Every repeat customer saves your shop the time, effort, and money needed to acquire new business. Loyal customers tend to demonstrate a higher likelihood of trusting your service recommendations, providing better opportunities to drive higher repair orders and more profitable jobs.

Do you really know how loyal your customers are? Are you monitoring critical behaviors like frequency and average spending? More importantly, do you know what to do if there's an imbalance that's hurting your bottom line?

The Epicor MechanicNet Cloud CRM solution can help answer these questions...and more!

## Real, Actionable Data

Epicor MechanicNet gives you powerful data through the **OBD4 Business dashboard** that will help you find the right balance. The **Customer Frequency Report** shows you how often customers are coming in, what services they're having performed, how much they're spending, and more. Additionally, **Drifted Away** data can help show you customers who visited 3+ times in the past 18 months, but zero times in the past six. You can drill down into these reports in very little time to see where you're missing opportunities, and determine how to make the most out of every interaction to hold onto your valuable customers.

By using the data Epicor MechanicNet software provides, you can take the guesswork out of building a more loyal following—and protect your bottom line to set you up for future growth!

- 1 Do you know how many customers you see each year?

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

- 2 Do you know what percentage of them come only one time per year?

**2,467 came only once!**

Customer Frequency					
	1x Customer	2x Customer	3x Customer	4x Customer	5x Customer
Customers	2,467	484	186	101	187
Visit Ratio	73%	14%	5%	3%	5%
Total Sales	\$136,006.23	\$131,223.86	\$89,447.24	\$95,426.27	\$378,370.55
Average Invoice	\$55.13	\$135.56	\$160.30	\$236.20	\$194.24

- 3 **73% of this shop's customers only come once.**

Do you know what to do about it when the balance is out of whack?

- 4 Do you know the spending difference between your one-time customers and your repeat customers?

**Each additional visit has the potential to generate higher revenue.**

# Training & Resources



- **Brochure!** [Click here](#) to learn more about how Epicor MechanicNet tools can help your business grow!
- **Read last month's issue!** In case you missed it, last month's issue of PowerTips discussed how Epicor MechanicNet's suite of communication tools can help you build a more resilient business by developing and protecting your valuable customer relationships. [Click here to read it!](#)

Have questions or comments about Epicor MechanicNet Cloud CRM?  
Contact us today at 1-888-463-4700 or [automotive.marketing@epicor.com](mailto: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](http://www.epicor.com) to start your partnership and realize your extraordinary.

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