

# POWERTIPS

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

## Email, Postcard, Text...There's More than One Way to Reach Your Customers

Your customers receive information from many sources. **How you communicate matters**, and if you're going to drive revenue, you need to be ready to connect in more than one way. The Epicor MechanicNet Cloud CRM solution gives you multiple options to make every message convenient for your customers and impactful for your business.

### Texting

Almost everyone has a cell phone. Most customers have it in hand while they talk to you. Capitalize on that. Send appointment reminders, estimates (including photos or videos), and even ask for Google reviews by text. **You don't even have to give out your personal cell phone number.**

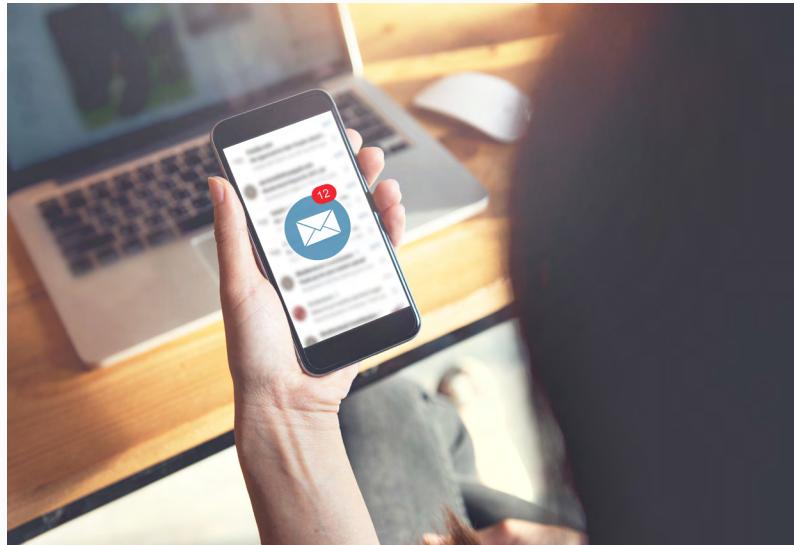
### Email

Whether it's communicating your shop's COVID-19 precautions, sending timely reminders and promotions, or asking for reviews...**email works**. Most consumers check it regularly. You did. That's why you are reading this right now.

### Postcards

About a decade ago, many companies went to email-only marketing. Not only did that give rise to email spam, it reduced competition in the mailbox—helping to increase response rates for YOU through postcards.

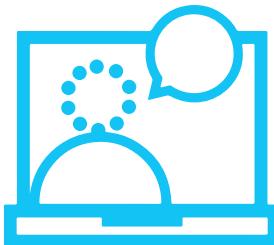
While there are multiple ways to reach customers, they all point back to one primary goal—**helping to generate more revenue for you**. Let us put *all* the technology to work for you.



2020 MOTOR Magazine  
Top 20 Tools+ Award Winner



# 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:
  - [Make your first-time customer 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).

## 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](http://www.epicor.com).

**EPICOR**

 **MechanicNet**  
**CLOUD CRM**

Contact us for more information on Epicor products and services

 +1.888.463.4700, Option 5  [automotive.marketing@epicor.com](mailto:automotive.marketing@epicor.com)  [www.epicor.com](http://www.epicor.com)

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations, or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality, or reasonable skill and care. This document and its contents, including the viewpoints, testimonials, dates, and functional content expressed herein are believed to be accurate as of its date of publication, January 7, 2021. Use of Epicor products and services are subject to a master customer or similar agreement. Usage of the solution(s) described in this document with other Epicor software or third-party products may require the purchase of licenses for such other products. Epicor, the Epicor logo, and MechanicNet are trademarks or registered trademarks of Epicor Software Corporation in the United States, and in certain other countries and/or the EU. Copyright © 2021 Epicor Software Corporation. All rights reserved.