



A GOOD REASON TO JOIN CARMECHANICA

# ONLINE BOOKINGS



You can book or buy nearly everything online these days. So naturally, consumers come to expect it. Whether you are seeing a Doctor, going to a restaurant or traveling somewhere, it's all available to book online. When it comes to car servicing, OEM's and Dealerships are already doing this very well. Well-presented texts and/or emails get send to car owners making it fast, easy and comforting to book-in at the driver's convenience. Just click the Book Online button, select the preferred Dealership, pick a date & time and your done. The car company already pre-registered the owner and has all the contact and car details along with service history. Independent workshops will have a hard time competing with this, especially when combined with the extended warranties and fixed price service contracts now on offer.

Offering a comprehensive online booking system is often about keeping your existing customers happy by making it easy to re-book. Since trust and convenience has already been established, most people are not focused on pricing up front. Being reminded their car service is due and making it convenient and easy for customers to book-in gives them less reasons to try somewhere else. If you are looking to appeal to women, an online booking service is an absolute must as around 50% of women prefer it and own half the cars on the road.

## How CarMechanica can help:

Good customer service starts before the car is dropped off and finishes well after you have completed the work. The CarMechanica platform offers an integrated online booking system. It's a quick and easy process to make a booking and receive confirmation from the workshop without having to make or take a phone call. The user will also be prompted to register their contact and car (or multiple cars) details whist making their booking, so all future bookings are even faster and easier. And the good news is that CarMechanica will soon link to MechanicDesk making it an ideal tool for managing all your bookings, not just the online ones.

CarMechanica also has a fully integrated Customer Relationship Management (CRM) system linked to the bookings function. This opens up a whole new world for independent workshops to focus on great customer service. You can ask your customers to leave a review, ask for direct feedback about the care and service you provided, schedule reminders, propose in-between service ideas, offer rewards for recommending to friends etc. There are endless opportunities with active CRM. And if you're too busy to do it yourself, the CarMechanica support team can handle your individual CRM program for an additional monthly fee.