

Service CRM Frequently Asked Questions

The Service CRM™ solution is a comprehensive customer relationship-building platform that provides automotive service shops with reputation management capabilities, a suite of communication and promotional tools, and actionable customer data. The solution is designed to help shops attract and retain customers, improve productivity, and drive higher revenues with every service ticket.

Below are some of the most frequently asked questions about the Service CRM solution:

Q: How can shops communicate with customers?

A: There are multiple channels for communicating with customers that are enabled by the Service CRM solution:

- A custom-branded website
- Text and multimedia messaging
- Email
- Postcards

Additionally, shops are able to develop and distribute customized promotions and targeted customer incentives to help drive traffic.

Q: Does the Service CRM solution offer website hosting?

A: Yes, building a site with the Service CRM solution includes the ability to create an original web address or connect to an existing address already owned by the shop.

Q: Can shops use customized graphics?

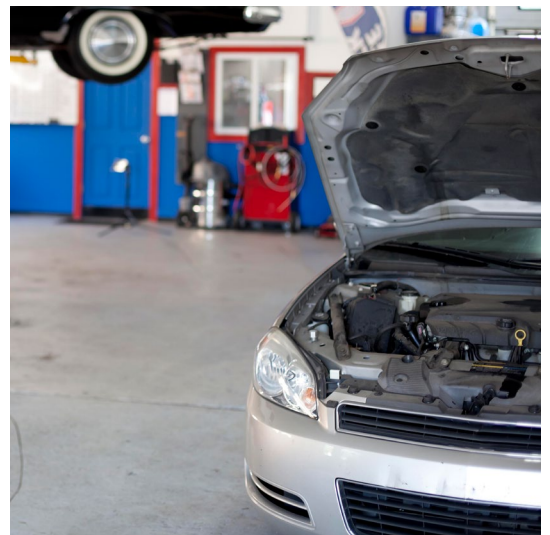
A: Yes, and they are encouraged to use their own custom images, whenever possible, to amplify their own brands, which will provide higher response rates.

Q: How does the text messaging tool work?

A: MTexting allows shops to send text, photo, and/or video messages directly to customers' mobile devices. Texts can be sent directly from the Service CRM system via a computer, tablet, or smartphone, meaning there is no requirement for shops to send messages using a personal cell phone number.

Q: Can shops offer appointment scheduling?

A: Yes, the Service CRM solution includes an appointment scheduling tool that can be integrated with the shop's website. This also enables automated appointment reminders via email and text.



Q: Does the Service CRM solution send out reminders?

A: Yes, several types of automated reminders can be sent to customers based on the vehicle manufacturer's recommendations and driving habits, including:

- Service reminders based on manufacturer settings
- Shop recommendations as noted on the customer's invoice
- Inspection reminders (emissions, safety, and more)

Q: Can customers access their service history?

A: Yes, the Service CRM solution includes a service history tool that can be integrated with the shop's website and electronic communication tools.

Q: How are customers prompted to provide business reviews?

A: After each visit, a customer receives a thank you note via email and text that includes a link to one of several pre-determined review websites, including Google and Yelp.

Q: What kind of actionable reporting is available?

A: A full dashboard of reporting applications is included, with a number of reports that provide actionable data, such as:

- ROI
- Customer and vehicle frequency
- "Drifted away" customers (shows customers who have visited the shop at least three times in the past 18 months but none in past six)
- Communications console (shows weekly automated communications and provides the ability to make quick edits)
- Undeliverable mail and email

Q: Are multi-shop dashboards available?

A: Yes, owners of multiple shops are able to access an enterprise dashboard.

Q: Does Epicor offer customer support?

A: Yes, each Service CRM contract includes unlimited customer support during regular business hours.

Q: How can I learn more about capturing Service CRM's benefits for my shop?

A: Learn more and schedule a live demo anytime at www.epicor.com.

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