

# Service CRM

## Customer Retention Management for Service Shops

### Accelerate Growth with World-Class CRM and Marketing Tools

There’s a better way to grow your service business—driving bay volume, increasing average repair order (RO) and improving customer engagement and satisfaction. Service CRM™ offers automated, highly user-friendly promotions, service reminders, print and digital mailers, online appointment setting, dynamic websites, social media integration, online review management, and texting tools to help shops build stronger, more profitable customer relationships.

The exclusive OBD4 Business dashboard, fully integrated with popular shop management systems, enables users to “pull the codes” to faster growth by tracking the performance and ROI of every dollar invested in marketing. Plus, the solution’s powerful, highly intuitive reporting tools help shop owners and managers know more about customer behavior than any other competitor in their markets.

### Industry-Leading CRM Capabilities, Driven by the Power of Epicor

Service CRM leverages the power of best-in-class Epicor technologies to help shops attract and retain customers, recapture lost customers, generate more revenue per vehicle, and maximize their presence in social media and online. Thousands of auto care industry manufacturers, parts distributors, retailers, and service businesses rely on Epicor data, business management software, B2B and B2C eCommerce tools and cloud-based business solutions to help increase revenue, profitability and customer loyalty.

### Product Features

- **Marketing campaigns and materials**—Comprehensive, timesaving marketing campaign management featuring modern, highly appealing messages and graphics.
- **OBD4 Business dashboard**—KPI data panels including customer response by email vs. postcard, new customers by type of outbound communication, and repair ticket rankings. The KPI panel snapshots can be exported to other applications.



#### Benefits

Offer more services to existing customers.

Help increase average RO.

Attract new customers through online reviews and social media.



- **Frequency report**—Track your performance and prioritize your marketing strategies with actionable reporting on customer and vehicle frequency, related average repair order (ARO), and spending.
- **Mtexting**—Reach customers anytime and anywhere via an easy-to-use interface that gives you the ability to send text, photo and video messages, receive alerts when customers reply, and conduct targeted message searches.
- **Online appointment management**—Available 24/7 for customer convenience.
- **Appointment reminders**—Send mCal appointment reminders as text messages. In addition to reminder emails, the solution also will send an automated text message the morning of the confirmed appointment.
- **Thank you messages**—Thank your customers via text message, while also inviting them to rate your performance on Google and other online review sites.
- **Reputation management application**—Shops' online reviews are integrated into the OBD4 Business analytics dashboard to allow for easy access and timely responses.
- **User-friendly communications console**—Mobile-friendly, responsive design that can be customized to user preferences.
- **Seasonal and holiday promotions**—Promotional materials are easy to access and deploy to help ensure maximum convenience and impact.
- **Sales manual materials**—The entire portfolio of program examples enables users to access the right tools for every business need.
- **Enterprise dashboard**—An important tool for multi-shop owners, providing consolidated data from all connected locations, including ROI, KPIs, marketing data, customer behaviors, and more.



## EPICOR

We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

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