

“The automation for marketing programs has saved me an enormous amount of time. I do specific targeted marketing programs in 10 minutes a week that drive very real business results versus a very labor-intensive process with far less data. Plus, the reports! They break down your sales data any way you want it so you can make timely, results-driven decisions.”

—Shelle Bennett | Owner | Mike’s KARS, Inc.

“My car count has grown from 80 to 110 cars per week since I started using Epicor Service CRM.”

—Rob Morrison | Co-Owner | Morrison’s Auto Rite

“I’m pulled in so many different directions every day, managing our service business. Epicor Service CRM is such a time saver and allows me to focus on important daily tasks without neglecting customers! These customer communications—like the recommended services which we’ve seen great results from—are such a nice feature and the level of customization they allow is great!”

—Katie Tidwell | Customer Service Rep | Ron’s Garage

Learn how Service CRM™ can help improve your business every day.

Call 877.632.4638 for a FREE, live demonstration.

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**Is your light on?
Solve it today.**

Service CRM™

Ask yourself

Is your shop generating consistently high traffic and revenue on a year-round basis? Are you attracting the best customers—those who rely on you for a full range of services? Are you operating at peak efficiency and profitability?

If you answered “no” to any of these questions, there’s an undiagnosed “trouble code” that needs immediate attention. It could be triggered by multiple issues:

- Car count
- Average RO
- Customer quality
- New customers
- Repeat customers
- Lost customers
- Workflow stability
- Online marketing
- Customer reviews



Grow faster and stronger with Service CRM

Service CRM is the premier growth solution for auto care businesses, with thousands of users leveraging its tools to generate traffic, build longer lasting customer relationships, and improve profitability.

This trusted solution has never been more powerful, thanks to an array of exciting new features designed to help drive customer engagement and sustained revenue growth.



Plus, Service CRM is the only shop CRM solution offering OBD4 Business—a diagnostic dashboard that integrates with leading shop management systems to help users determine the ROI of every dollar spent on outbound marketing.

Grow faster, worry less.

You can help grow your business every day with an impressive range of exceptionally easy-to-use tools:

- **Promotions**
Segment customers by amount spent, vehicle, last service date, and more.
- **Service reminders**
Send postcards and/or emails and track response through the OBD4 Business dashboard.



- **Online appointments**
Consumers love the convenience of 24/7 online appointment setting.
- **Appointment reminders**
Send mCal appointment reminders as text messages. Automated reminders can also be sent as text messages the morning of the confirmed appointment.
- **Reputation management**
Help customers create and post positive online reviews; manage your online presence using OBD4 Business dashboard tools.
- **Lost-customer recovery**
Engage customers you haven’t seen in recent months or years; find out how to re-activate these relationships.
- **Custom marketing campaigns**
Select from an extensive portfolio of modern, attractive layouts and related materials that can be customized with your brand.
- **Shop-branded website**
Build a search engine-friendly website that reflects your brand, displays customer reviews, and encourages customers to engage with you via social media.
- **OBD4 Business dashboard**
Track KPIs including customer response by email vs. postcard, new customers by type of outbound communication, customer retention rate, repair ticket rankings, and more.