



ABOUT IDENTIFIX

Identifix delivers the tools and information to help automotive repair professionals run their shops as efficiently, accurately and profitably as possible and serves more than 100,000 automotive technicians and shop owners in the United States, Canada and Latin America through its online Direct-Hit system, Repair Hotline service, Direct-Shop shop management system, and Direct Market retention marketing platform. Identifix has been in business since 1987 and is headquartered in Minneapolis, MN. The company is owned by Solera.

DIRECT-HIT

Get access to over 3.5 million technician submitted, tested and confirmed fixes backed by comprehensive OEM data to quickly repair any vehicle.

DIRECT-SHOP

Can't find the right fix in our database? Get unlimited 1-on-1 consulting from a team of L1 Certified Master Techs, including a specialist for every manufacturer.

VIRTUAL TECH

You want to run a smarter, more profitable business? Our shop management software can help by making estimating, repair order writing, parts management, and invoicing faster and simpler. You can also check pricing and availability of parts from your preferred parts supplier saving you valuable time.

GROW YOUR REVENUE WITH OUR MARKETING PRODUCTS. CONTACT US TODAY.



Call (800) 745-9649



Visit [IDENTIFIX.COM/DIRECT-MARKET](https://www.identifix.com/direct-market)

Grow your shop and fill your bays!

Increase exposure with
Identifix Direct-Market



Solera | IDENTIFIX

THE TOTAL SHOP SOLUTION.

CUSTOM BUILT RETENTION
MARKETING FOR TOTAL CONTROL
OVER YOUR BUSINESS

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CALL CENTER

Your customers expect excellent customer service, even in the busiest times of the day. Our 24/7 call center solutions provide your customers with a 5-star experience every time they call, anytime they call. Our professional representatives can answer overflow calls during daily spikes, field customer inquiries, set appointments, and answer after hours/holiday calls to make sure you don't miss out on revenue from missed calls.

ON DEMAND

On Demand is an on line, self-service mail and email marketing campaign ordering system with a complete library of service and seasonal ready-to-deliver templates to drive additional traffic to the shops. Access On Demand 24/7 with same day email campaigns and next day mail campaigns delivered, as well as the ability to set and schedule future campaigns. Shops can choose from our coupon library, select from our automotive branded email and mail designs and create custom lists to send campaigns to.

REPORTING DASHBOARD

All marketing products roll up under one comprehensive reporting dashboard where shops can monitor and measure their marketing performance, see which customers are responding to campaigns and how much revenue has been generated from customers receiving marketing communications. Campaign response rates can be tracked by individual communication, audience, date range, offer, message, and more.

LOYALTY

This turn-key loyalty program is built to strengthen customer and household retention by rewarding a shop's loyal customers and generating more business out of the entire dealership clientele. Service Centers can send trackable and redeemable rewards directly to their customer's mailbox, email or smartphone as well as additional follow-up communications to keep their customers engaged.

CUSTOMER SATISFACTION SURVEYS

CSI is a web based, customer satisfaction survey emailed within 24 hours of receipt of an invoice that provides instant feedback and awareness of issues to shop management. Once key satisfaction questions are answered positively, the customer is then sent to complete a review to increase positive reviews. A Customer Concern email will be sent to the service center if customer enters negative results. The survey is fully integrated into the Direct Market Customer Retention Communications as an add-on.

REPUTATION MANAGEMENT

The Reputation Management tool is a full, end to end marketing analytics platform for shops that presents the full picture of their store across reviews, social media, listing accuracy and search rankings and provides actionable items based on the most impactful things they can do to improve their presence, reputation, and SEO ranking.

CUSTOMER RETENTION MARKETING

Direct Market is a service reminder program that delivers email and mail marketing communications daily and weekly to consumers based on their driving behavior, vehicle servicing needs and customer interactions at each service center. Customers receive the right message at the right time, driving customer retention and return visits.

