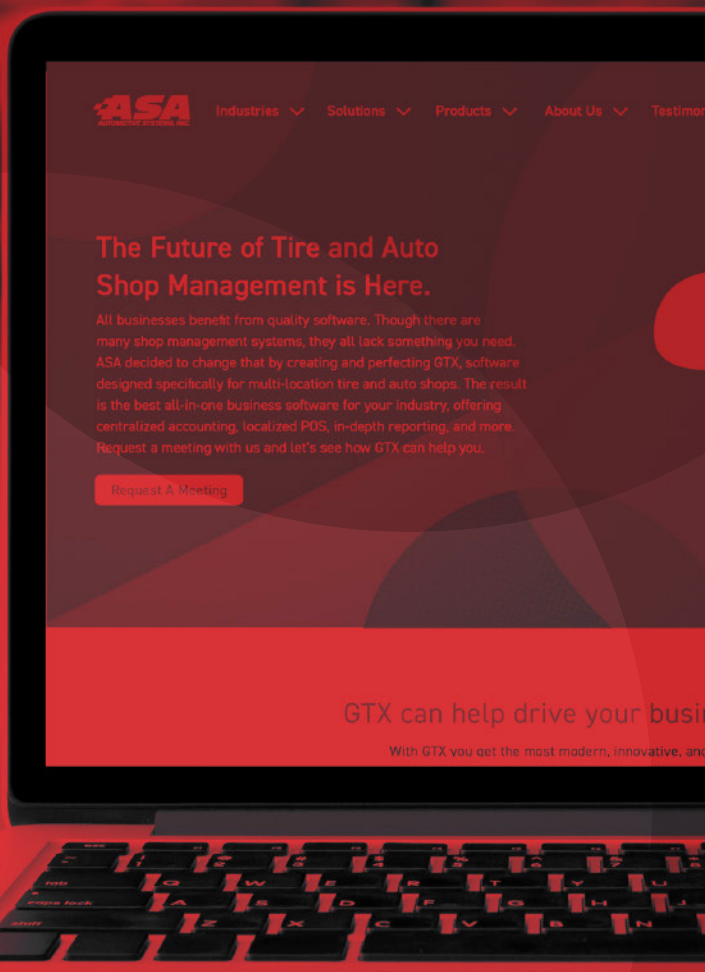
6 REVENUE-GENERATING REASONS TO UPDATE YOUR SOFTWARE FOR YOUR GOODYEAR BUSINESS NOW



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AUTOMOTIVE SYSTEMS, INC.

6 REVENUE-GENERATING REASONS TO UPDATE YOUR SOFTWARE FOR YOUR GOODYEAR BUSINESS NOW

You most likely have a software system to manage your business that's probably working just OK. But deep inside, you know it doesn't really give you any kind of competitive advantage. Or you might be waiting for a next-generation point-of-sale (POS) software to replace your existing Goodyear Business Management System (GBMS). But, the clock is ticking.... so **we have a third way:** Software that vastly exceeds your current system with income-generation features and other customer retention tools that you're currently missing. And, it's available now. It's time to go beyond the basic industry-standard features — national account processing, parts/labor ordering and estimating — with a modern POS system that helps grow your revenue and gets you where you need to be with no more waiting.

Consider these innovations, available now:

1. Texting features help you elevate your customers' experience.

With an SMS (text) application integrated into your POS system, your service and support staff can send customized text messages to customers to instantly:

- Update customers on the repair process
- Share inspection findings for needed repair work
- Follow up with messages to check customer satisfaction

Send custom text messages to customers instantly with a click of a button.

Schedule your personalized demo now! Call 800.657.6409 or visit www.asaauto.com/6-reasons.

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2. Email automation encourages repeat business.

Another way to keep a clear line of communication open between you and your customers is integrated emailing. Keep your contacts updated with discounts and promotions, and remind them when their vehicle requires a check-up. Establish and maintain a relationship that will have value once it's time for them to receive service.

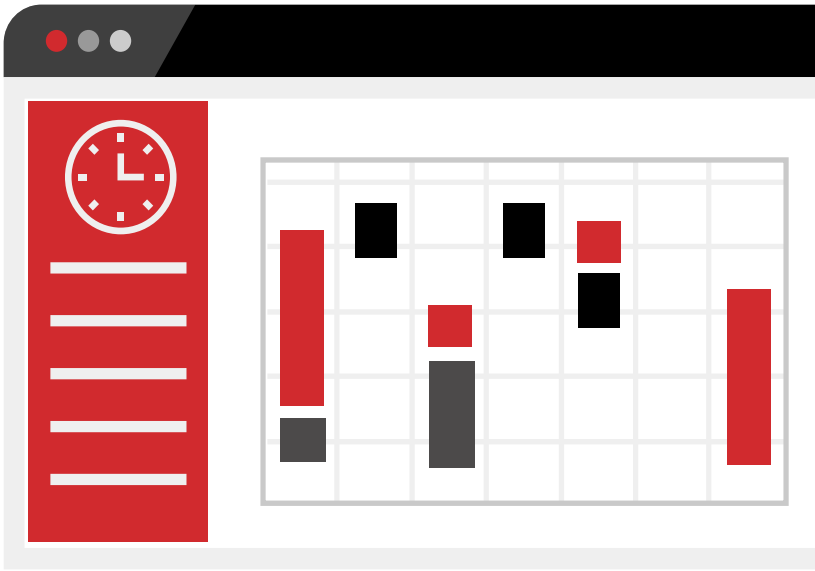
Household and vehicle history ensure complete customer care and maximize your earning potential.

3. Complete customer information provides valueable sales insight.

Today's modern software makes it easy to capture complete household information to save time and increase sales efficiency. Now you can access all data related to both the primary and secondary vehicles in a household.

4. Customer appointment scheduler keeps your shop organized and optimized.

Improve your shop's performance by planning workloads days and weeks in advance. With new POS software you can schedule appointments, manage bays and track the progress of orders.



Why are you waiting to optimize your shop operations again?

Keeping track of openings, order status and more has never been easier.

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5. Streamline your 'declined service' follow ups.

Imagine if all of your service writers could recall what services each customer declined on previous visits? What if they could keep track of the declined services for later remarketing?

Those are just two examples of the kind of reselling opportunities that you get with the right POS software. Your service writers can also:

- Tag customers for a declined-services mailing when completing an invoice
- Send special offers for previously declined services
- Provide quotes that compare good, better

6. Multi-location inventory control = peace of mind.

If you have more than one location, or an expansion is in your future, the right (POS) software will make the transfer of inventory seamless. No longer will your separate locations feel like separate worlds. Software will bring them together so they operate as one.

WHAT OTHER SOFTWARE FEATURES ARE MUST-HAVES FOR YOUR BUSINESS?

Use this checklist to make sure your new software also enables you to:

- Submit national-account and government support claims
- Manage Goodyear product lines
- Simplify Goodyear product updates
- Reduce rejected claims
- Reconcile credits
- Reduce errors

⚠ NO MORE WAITING

Ready to maximize your income with Goodyear-ready software available now?

Update to software that is proven to improve the efficiency and profitability of your Goodyear business.

Call 800.657.6409 or visit www.ASAauto.com to discuss your software and website needs today.

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