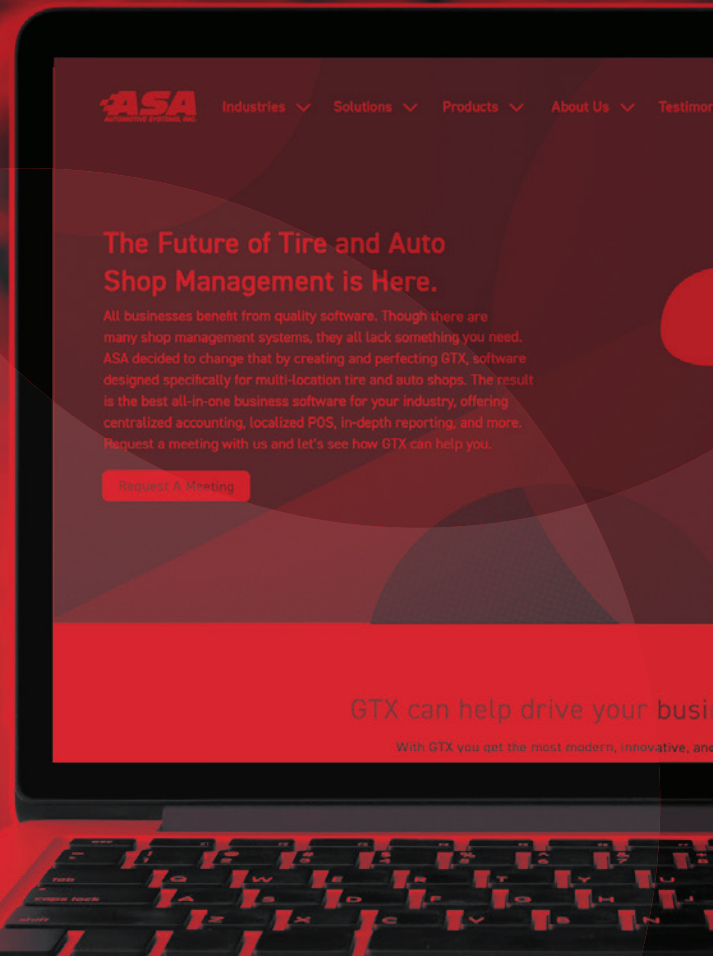


A GUIDE TO TEXTING FOR YOUR TIRE & AUTO SERVICES BUSINESS





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

A GUIDE TO TEXTING FOR YOUR TIRE & AUTO SERVICES BUSINESS

Communication is key for auto service departments and tire shops. Customers want to know how long their car will be on the rack, the scope of the repairs and cost, and those answers often change by the hour due to supply availability, labor, unforeseen glitches, and more. So how can you keep open a clear line of communication with customers who increasingly don't own landlines, are always mobile, and often prefer voicemail to talking to a live person?

The answer is texting.

Texting originated as a way for friends and family to keep in touch with speed and efficiency. But today people are comfortable using texting in dealing with customer service. Look at the airline and restaurant industries, or political campaigns and international charities. They all perfected texting as a way to personalize customer relationships.

Texting is now an acceptable way to confirm reservations, receive notifications of flight delays or important news related to a political candidate, and donate to a favorite charity or cause. That is because those operators understand texting is only welcome when it has value. **As opposed to a direct pitch, a text needs to give customers something they need right now.**



In America, 91% of those who text prefer it over voicemail.

According to Experian Marketing Services, texting rates are highest among Americans ages 18-24. This means that texting will only accelerate in coming years as it becomes the primary form of digital communication.

When it comes to dealing with a customer service department 78% of people wish they could have a text conversation with a business.

Texting only works if the messages are simple and direct. Expect a backlash if you forget to do the following:

1. Ask Permission

Just because you have a customer's mobile number doesn't mean they want to get your surprise text. Unwanted texts may feel like crossing the line for many. So at the first point of contact, make sure to ask them their preferred method of communication. Explain why texting benefits them vs. phone or email. It's likely they already know why texting is the least intrusive choice but, to be safe, make sure you ask first.

2. Send texts with value

Every message you send needs to help, not hinder. Frequency is less important than content. So make sure every message counts. Think of it as answering questions they have not yet asked: When is my car available? What is the total cost? When is my appointment again? Why is the service delayed? Then answer a question they may not think to ask: How can I save money? Reward loyal customers with a surprise discount, even when they least expect it. A surprise text is okay if you appear to be giving something opposed to just taking.

Beyond reducing the number of no-shows, texting will help shops in other ways:

- ✓ Alerts notifying people their cars are ready will speed up turnover
- ✓ Updates on repairs will improve customer satisfaction
- ✓ Scheduling reminders will keep the appointment calendar booked
- ✓ Real-time promotions will reward valued customers and keep them connected
- ✓ Texting will free up your front desk and help manage labor costs

3. Strike the right tone

Customers are not your friends. So make sure your texts are professional, are helpful in tone, and that your messages are transparent. You don't want to come across as overly casual, sarcastic, or even glib. Make sure your texts are friendly but to the point. And don't overdo it — the fewer the texts the better.

Establishing a texting system can be time prohibitive on your end. Our software makes it easy for independent tire dealers and auto service shops to create and schedule text and email alerts, saving you time and money.

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

