



SHOP CHALLENGE: Communication Breakdown

When Ben Nielsen opened Skyline Automotive in Falls Church, V his mission was to go above and beyond for his customers and adapt to their needs. After just a short time with his new shop, he started a unique pickup/dropoff service that gave him the ability to reach beyond his local customer base.

While driving in new business, Ben noticed that his shop's paper courtesy checks greatly varied across technicians and worried this lack of standardization may affect his customer's perception of repair quality. He decided to reach out to his customers to get their feedback, but realized he had no tools in place to efficiently communicate with them and gather the insights he needed.

SHOP SUCCESS SOLUTION: A *Complete Digital Shop* to Drive Customer Retention by AutoVitals

Ben and his team of technicians agreed to adopt a number of digital solutions to ultimately achieve consistent, high-quality work that his customers could depend on each time they visited his shop.

Their goals were to improve shop workflow, increase digital inspections, and implement a digital marketing strategy. Ben reached out to AutoVitals to learn about their Shop Success Solutions and was impressed with the increased accountability and higher results through using one complete solution, instead of hiring a variety of vendors for each of his needs.

"The tickets sometimes sold themselves before the service advisor even made the call. The customer would respond and say 'do the job!'"



Now, Ben and his team consistently and effectively communicate with their broader customer base, tapping into each level of the motorist experience:

1.



On the web to attract new customers

2.



In the shop to sell more work

3.



Following the service to stay in touch

Driving Profitable Growth:

Ben's Success Stats

3x

ARO in 18 months

480



Monthly Car Count

\$5.7m

in Revenue,
Two Shops