

Marketing - Service Reminders

This document has been put together to assist in implementing Service reminders in your business, it outlines the best way to setup and process Service Reminders on a regular basis so you have the best opportunity to get the best return on client bookings.

Service Reminders can be delivered in four ways: Letter – Email – SMS – MyAutoConnect.

Letter: These days sending service reminders by letter is not cost effective when compared to the other ways available to you, it is also slow in its delivery and does not allow the client to react to the reminder straight away and therefore it has the potential for the client to put off booking their vehicle in and forgetting all about the reminder.

Email: Email is by far the most cost effective, (*Free*) and immediate in its delivery and as most if not all of your clients can receive emails on their mobile phones these days the ability to react and book in with your business is very easy to do.

Email comes in three versions

1. Plain text incorporating generic message.
2. Plain text incorporating custom message.
3. Enhanced email with online booking.

SMS: Although SMS is as immediate in its delivery as email it has two disadvantages over email, one is no ability for online booking and second there is a cost to sending SMS's. **SMS is normally the domain of Booking Reminders.**

SMS comes in two versions.

1. Plain text incorporating generic message.
2. Plain text incorporating custom message.

MyAutoConnect: MyAutoConnect is industry leading app for mobile phones it allows the client and dealer the ability to communicate in real time, this allows the dealer to send automated service reminder communications to the MyAutoConnect customer base. These can be scheduled services due; registration checks and even notices that roadside assistance has expired.

With many more features available outside of service reminders MyAutoConnect is by far the most cost effective (*\$18 per month*) marketing and communication tool available to you.

To learn more about [MyAutoConnect](#) click here.

Implementing email for service reminders.

Email/SMS: Setup.

To start sending service reminders by email you will need to edit all schedule services in your services listing to setup the schedule/follow on service, date & odometer information, to allow Automation to track when any vehicles are due for a service.

Note:

Microbase provide a suite of services when you first take on Automation, hopefully if these services have been retained and used then you should be able to start sending service reminders straightaway.

If you have since replaced these services you will need to setup all follow on service information before you start sending service reminders.

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Service:

Service details

Service: Log Book Service 90,000km Code: 090k

Details Parts / service text Comments

Fixed price RSA trigger 6 months Inactive

Category: Services - Handbook Services Price (Inc. Tax): Standard 110 Labour rates: LAB \$105.00

Account: Labour Wholesale 0 \$96.00

Follow on service: Log Book Service 100,000km Trade 0 \$90.00

in 6 months or 10000 kms

Tax: GST Included

Loyalty: Loyalty trigger Points per dollar: 1 Point cost: 0

Estimated hours:

Cancel OK

1. Choose the follow-on service.
2. Enter the time in months.
3. Enter the kilometers.
4. Click OK to save.

Repeat this on all schedule services and any other services that would require a reminder.

Registration:

Booking

Client: Dennis Nash Backhoe Hire Vehicle: 7LL555

Vehicle availability: From 01/12/24 To 01/12/24

Promotion: Cooling System Service Referrer: Reid

Services: Hi-tech Tune 6 Cyl. Est. hours: 0

Details: Current odometer: 55000 Order number: Rego Due every: 12 months

Key tag: SA/SP: Discount card holder:

Work Done Prior faults Comments

Add Check Diagnostic

Cancel Create job Job card Client SMS Vehicle Tech time Print OK

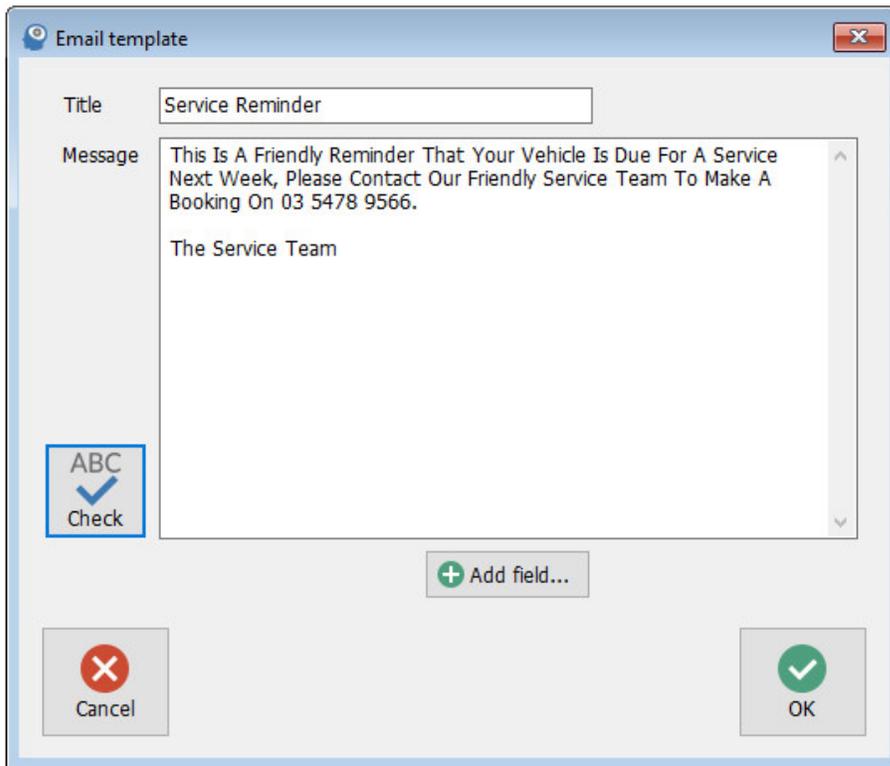
If you wish to include registration renewal reminders then at the booking form enter the relevant information, the date will trip over each year.

1. Tick Rego (*Warrant is for NZ*).
2. Enter date of registration expiry.
3. Tick 12 months (*6 months is for NZ*).
4. Click OK to save.

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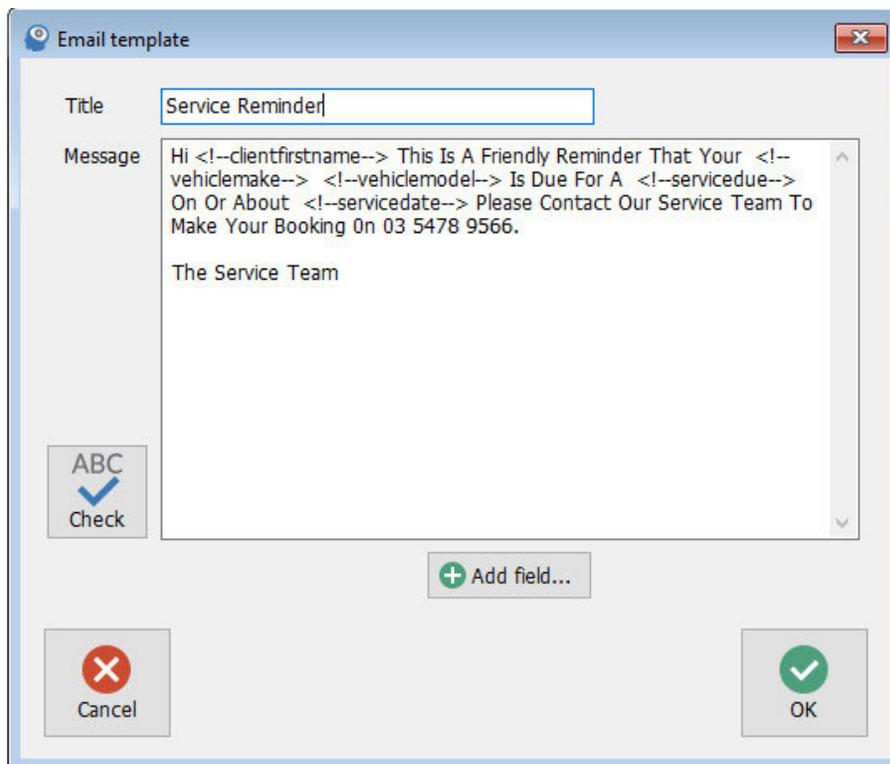
Generic/Custom Message. Lists – Email Messages/SMS Messages

Generic message containing set text to be sent to all clients within the service date range.



The screenshot shows a dialog box titled "Email template". It has a "Title" field containing "Service Reminder" and a "Message" text area containing the text: "This Is A Friendly Reminder That Your Vehicle Is Due For A Service Next Week, Please Contact Our Friendly Service Team To Make A Booking On 03 5478 9566." followed by "The Service Team" on a new line. On the left side of the message area, there is a "Check" button with a blue checkmark icon. At the bottom center, there is an "Add field..." button with a green plus icon. At the bottom left is a "Cancel" button with a red X icon, and at the bottom right is an "OK" button with a green checkmark icon.

Custom message includes client/vehicle details using the Add field button to be sent to all clients within the service date range.



The screenshot shows the same "Email template" dialog box, but the "Message" text area now contains a custom message with merge fields: "Hi <!--clientfirstname--> This Is A Friendly Reminder That Your <!--vehiclemake--> <!--vehiclemodel--> Is Due For A <!--servicedue--> On Or About <!--servicedate--> Please Contact Our Service Team To Make Your Booking On 03 5478 9566." followed by "The Service Team" on a new line. The "Check" button, "Add field..." button, "Cancel" button, and "OK" button are all present in the same positions as in the previous screenshot.

Setup Completed.

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Email: Process Date:

Suggest the sending of all email service reminders be done on Monday of each week the reminder will be for the following week i.e., Monday 16/3/20 for following week 23/3/20 to 27/3/20.

Optional:

Reports – Service Reports – Services Due/No Response Report, this report when entering the date range for the following week 23/3/20 to 27/3/20 will show all clients that are due for a service in that week.

If you run the report with the previous date range 9/3/20 to 13/3/20 it will show all clients that did not have the service performed, this will allow you to send another service reminder giving you a better chance to capture that work.

Email Sending: Marketing

The screenshot shows the 'Marketing' dialog box with the following settings:

- Service reminders:** Clients with vehicles due for a service: From 09/12/24 To 13/12/24
- Client criteria:** Any, Account only
- RSA criteria:** Any, Clients with current RSA vehicles, Clients with no RSA vehicles, Clients whose vehicle RSA expires: From [] To []
- Loyalty point criteria:** Any, Loyalty plan clients only, Non-loyalty plan clients only, Have a number of loyalty points: Between [] and []
- Last service criteria:** Any, Last service was: From [] To [], No service since: []
- Referrals:** Clients with at least: [] in referral value
- Other options:** Clients with email addresses only, Extract client details only (no vehicle details), Clients with mobile numbers only, Include inactive clients, Exclude clients with bookings, Clients without mobile numbers only, Clients without email addresses only, Include inactive vehicles
- MyAutoConnect:** MyAutoConnect clients only, Exclude MyAutoConnect clients
- Post codes:** []

Buttons: Cancel (red X), OK (green checkmark)

1. Tick Clients with vehicles due for service.
2. Choose date range
3. Tick Clients with email addresses only.
4. Click OK

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Email Sending: Results

Client/Company	Home	Work	Mobile	Email	Registration	Make/Model	Service	Due Date	Due Odo	Last service	RSA Expiry	Ta...	Last task	My...
Dennis Nash Backhoe Hi...		08 9451 3508		gt@microbase.com.au	7LL555	HOLDEN BARL...	Minor Service	23/01/25	60000	07/11/24	07/05/25		09/11/24	<input checked="" type="checkbox"/>
Riseley, Charlie	08 9458 8764		0414371422	peter@microbase.com.au	9RT874	FORD COURIER	Minor Service	11/02/25	4999	07/11/24	07/05/25		26/11/24	<input checked="" type="checkbox"/>
Standish, Nick			0414371422	peter@microbase.com.au	EDA223	HONDA PRELU...	Minor Service	26/02/25	31558	26/11/24	26/05/25		07/12/24	<input checked="" type="checkbox"/>
Vincent, Peter			0414371422	peter@microbase.com.au	1GUQ945	HOLDEN COM...	Minor Service	25/01/25	170000	24/10/24	24/04/25		07/12/24	<input checked="" type="checkbox"/>
White, Harry	08 9458 1210			peter@microbase.com.au	7UU821	FORD COURIER	Minor Service	09/02/25	50750	09/11/24	09/05/25	1	09/11/24	<input checked="" type="checkbox"/>

Green button = Generic Email - Red Button = Enhanced Email

Client Booking Vehicle Note Task Print Export SMS Email Email Reward MyAC OK

1. Make your choice either Generic/Custom Email or Enhanced Email.

Generic/Custom:

Title	Message
Registration Renewal	This Is A Friendly Reminder That Your Vehicle <!--vehicleregistration--> Is Due For Its Registrati Renewel On Of Before The 22/05/2025
Service Reminder	This Is A Friendly Reminder That Your Vehicle Is Due For A Service Next Week, Please Contact Our Friendly Service Team To Make A Booking On 03 5478 9566.
Service Reminder	Hi <!--clientfirstname--> This Is A Friendly Reminder That Your <!--vehiclemake--> <!--vehiclemodel--> Is Due For A <!--servicedue--> On Or About <!--servicedate--> Ple...
The Thankyou Email	Dear <!--clientfirstname-->,

4 records Show inactive

Cancel Edit New Delete OK

2. Highlight your service reminder then click OK.

Please confirm

Confirm email send

Are you sure you want to send an email to 5 clients?

Yes, send 5 emails.

No Yes

3. Tick check box then click OK all service reminders will be sent.

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Enhanced Email:

Client/Company	Home	Work	Mobile	Email	Registration	Make/Model	Service	Due Date	Due Odo	Last service	RSA Expiry	Ta...	Last task	My...
Dennis Nash Backhoe Hi...		08 9451 3508		gt@microbase.com.au	7LL555	HOLDEN BARI...	Minor Service	23/01/25	60000	07/11/24	07/05/25		09/11/24	<input checked="" type="checkbox"/>
Riseley, Charlie	08 9458 8764		0414371422	peter@microbase.com.au	9RT874	FORD COURIER	Minor Service	11/02/25	4999	07/11/24	07/05/25		26/11/24	<input checked="" type="checkbox"/>
Standish, Nick			0414371422	peter@microbase.com.au	EDA223	HONDA PRELU...	Minor Service	26/02/25	31558	26/11/24	26/05/25		26/11/24	<input checked="" type="checkbox"/>
Vincent, Peter			0414371422	peter@microbase.com.au	1GUQ945	HOLDEN COM...	Minor Service	25/01/25	170000	24/10/24	24/04/25		07/12/24	<input checked="" type="checkbox"/>
White, Harry	08 9458 1210			peter@microbase.com.au	7UU821	FORD COURIER	Minor Service	09/02/25	50750	09/11/24	09/05/25	1	09/11/24	<input checked="" type="checkbox"/>

Green button = Generic Email - Red Button = Enhanced Email

Client Booking Vehicle Note Task Print Export SMS Email Email Reward MyAC OK

4. Tick check box then click OK all service reminders will be sent.

Please confirm

Confirm email send

Are you sure you want to send an email to 5 clients?

Yes, send 5 emails.

No Yes

Service Reminder Process Completed.

Scroll down to view sample enhanced emails.

Marketing - Service Reminders

Independent dealer plus ability to change logo.

AA Automotives
1123 Kings Highway
Fremantle WA 6959
Tel: 08 9568 4587

Joe Smith
22 Smith St
Smithville WA 6000

18 August 2024

Dear Joe,

Thank you for choosing **AA Automotives** to service and maintain your vehicle.

We would like to take this opportunity to remind you that according to our records your Holden Commodore registration REG123 is due for service on **18 August 2024**.

For your peace of mind AA Automotives guarantees quality and after sales service on all our workmanship.

Our technicians are qualified to perform a wide range of servicing and mechanical repairs at competitive rates.

In fact we pride ourselves on being your "**One Stop Service Shop**".

Please call our service centre on **08 9568 4587** to arrange a booking or for free advice on any of your motoring needs.

Alternatively if you wish to make a booking online you can do so by [clicking here](#).

Look forward to hearing from you and once again saying "**Thank you for the business**".

Happy, Safe Motoring

Customer Service



Customer Advantage

Service Range

Qualified technicians are able to perform all servicing and mechanical repairs

Value for Money

We guarantee quality workmanship at a competitive price

Friendly Service

Our staff are fully trained to provide you with the correct advice on any of your motoring needs

Quality Parts

For your peace of mind our technicians only fit quality parts when servicing or repairing your vehicle

Service Records

We maintain a full service history on all your vehicles to ensure trouble free motoring

Scroll down for Repco (RAS) version.

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Repco Authorised Service Centre (RAS).

AA Automotives
1123 Kings Highway
Fremantle WA 6959
Tel: 08 9568 4587

Joe Smith
22 Smith St
Smithville WA 6000

18 August 2024

Dear Mr Smith,

Thank you for choosing **AA Automotives** to service and maintain your vehicle.

We would like to take this opportunity to remind you that according to our records your Holden Commodore registration REG123 is due for service on **18 August 2024**.

For your peace of mind Luis's Automotive - Servicing & Repairs guarantees quality and after sales service on all our workmanship.

Our technicians are qualified to perform a wide range of servicing and mechanical repairs at competitive rates.

In fact we pride ourselves on being your "**One Stop Service Shop**".

Please call our service centre on **02 9605 6968** to arrange a booking or for free advice on any of your motoring needs.

Alternatively if you wish to make a booking online you can do so by [clicking here](#).

Look forward to hearing from you and once again saying "**Thank you for the business**".

Happy, Safe Motoring

Customer Service



Repco Authorised Service

IS Australia's largest car service network, and with that comes the reliability of an Australia wide warranty.

The Repco Authorised Service Nationwide Warranty Covers

Quality Repco parts and labour for 12 months or 20,000 kilometres



Trust, Experience & Knowledge