

Happy Birthday

Or rotate your tyres - whatever you do, keep in contact with your customers...

Many workshops are happy to spend thousands of dollars on winning new customers but very few are willing to spend money on getting their existing customers to keep returning to the workshop.

Most technicians believe that just providing great service is enough. That might be right for some customers with a high sense of loyalty and who would never go anywhere else.

Unfortunately, not all good customers are so loyal. Many can be persuaded to try somewhere else. Your customers are being constantly bombarded with marketing material trying to convince them to give other workshop a try.

The best way to encourage customers to come back is to keep in contact with them.

This does two things:

- 1. Shows your customer that you care about them and keeping their business**
- 2. Keeps you in the back of the customer's mind so when they next have a vehicle issue or a service due they think of you and not one of your competitors**

A great way for workshops to keep in contact with customers is through a reminder system. The customer's car servicing cycle is used as an excuse to keep in contact. This is not intrusive or a hard sell at all. It's no different from the dentist sending you a reminder that you are due for your annual check-up. This sort of contact shows the customer that you are a professional workshop and that you really care about keeping their business.

For those who think this is all too hard, and you don't have time to implement such a system, be assured that today's technology makes setting up an automated customer contact system a lot easier than you think. Most of the modern point of sale systems have inbuilt reminder capabilities. If you don't have such a system, Capricorn offers Clang, a purpose-built SMS reminder system.

As a service to Capricorn members, TaT Biz has prepared some examples of communications you could copy to keep in contact with your customers.

So keep in contact with your customers and give your workshop every chance to turn them into lifelong customers.

The place to start is:

www.tatbiz.net.au/capricorn

Just go for it!



Training for
better business

'Just reminding you that it's time to rotate your tyres'

Fred's
Auto Care



'Hi - this month's special is a free battery check and a voucher for a free coffee and muffin while you are waiting for your car service'

Fred's Auto Care



'Hello, our workshop has just installed a whiz-bang new refrigerant recovery machine, which means we can professionally care for your vehicle a/c system while keeping the skies clean'

Fred's Auto
Care



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