

Drive Results for Your Auto Shop

How to outperform your goals and grow.



In a matter of days in 2020, businesses across the world suddenly had to pivot to offer safe, contactless services to customers or risk going out of business during the pandemic. **Consumers flocked to companies that were already set up to meet consumers' expectations for a safe way to consume goods and services** — like Amazon, DoorDash, and HelloFresh. Other companies scrambled to catch up — with the majority turning to technology and the adoption of a digital strategy.

Some business took their brick-and-mortar operations 100% online and are still in business today to tell their story. According to Forbes, “Many [businesses] struggled to pivot, and some shuttered entirely. We have seen firsthand how digital acceleration can mean the difference between growth and falling behind.”¹

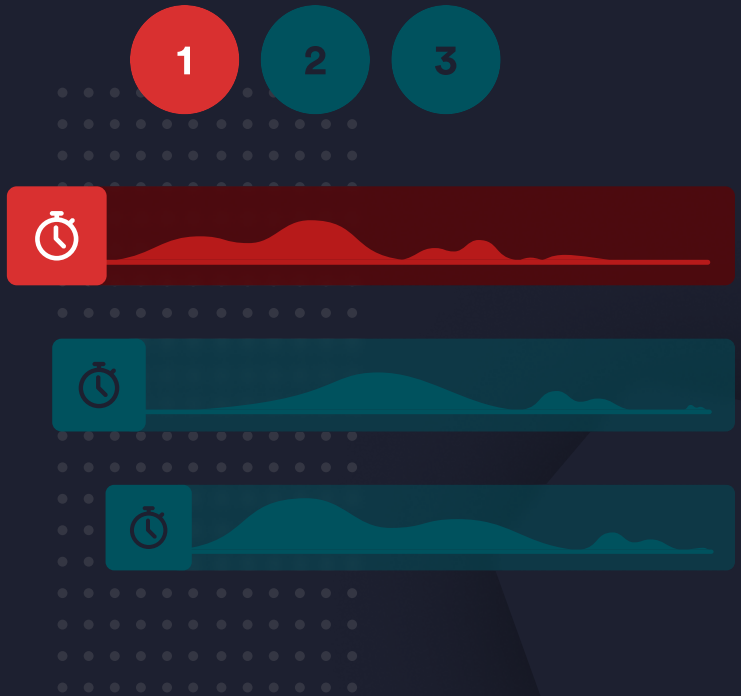
What started with consumers wanting contactless access to goods and services to stay safe accelerated a trend that was brewing pre-covid — people demand convenience — instant, frictionless convenience at that — and they will go out of their way to get it. It's not just consumers who demand convenience — it's students, it's your employees, it's you.



Your auto shop has entered an age where offering convenience is critical.

Convenience is a key indicator of how well your shop cares for your customers and your employees — and how well you set your business up for success and ultimately results. And with industry stressors such as parts shortages and shipping delays disturbing the ideal ebbs and flow of your auto shop, you need to make sure you have the right strategy, tools, and support in place to equip your shop to meet these challenges — all while maintaining a positive customer and employee experience.

Ready to take the plunge in offering convenience that will lead to customer and employee satisfaction and result in growth for your business? From our 4,000+ customers, we've identified **three areas of your business to focus on in order to achieve success with one common theme: technology.** Like many businesses experienced during the pandemic, the decision to digitally accelerate your business can be the difference between growth or falling behind.



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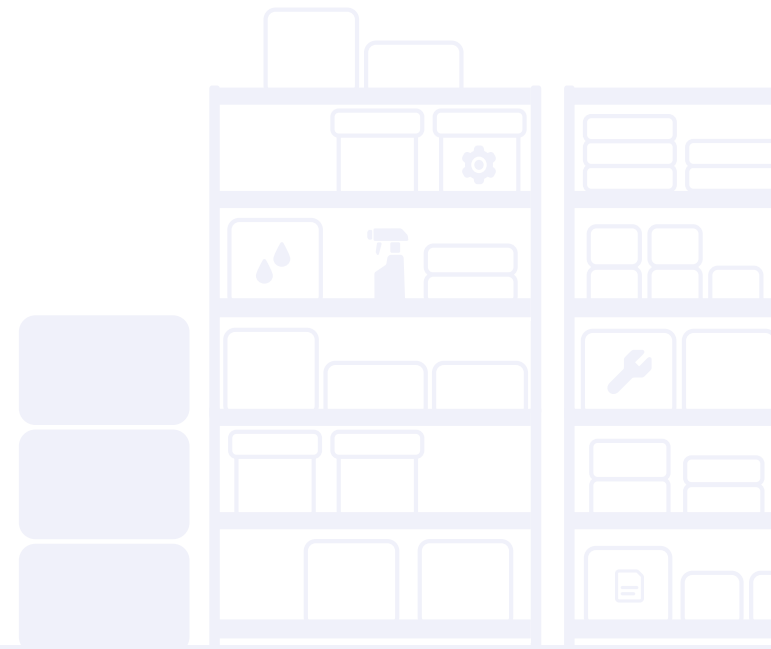
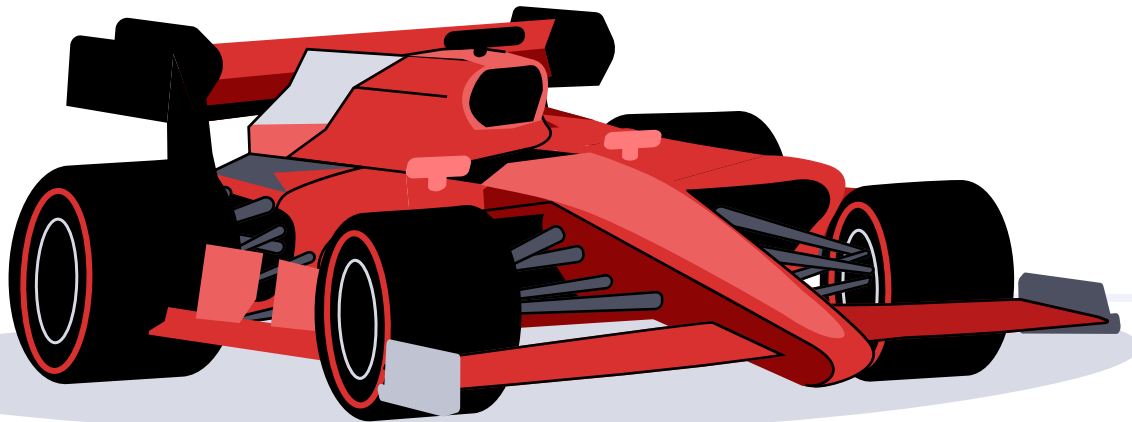
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Organize your auto shop for results.

A clean shop floor and a tidy back office doesn't necessarily mean your shop is actually running smoothly. Are you losing work orders? Does it seem like everyone on your team is on a different page about the status of a work order? Can't find your customers' records from a stack of papers on your desk? Does your inventory give you nightmares?

At the end of the day, a successful team, happy customers, and a thriving business all depend on the intentional organization of your operations.

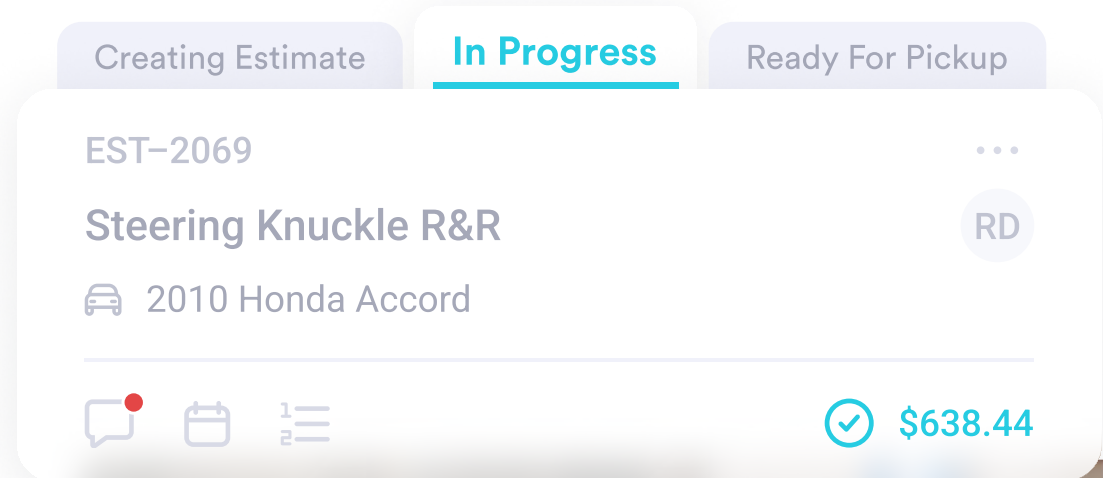


4 Ways to Organize Your Shop

1. Implement end-to-end status tracking for every work order.

Create and standardize vehicle status categories so that any employee in the shop knows the status of a vehicle — even if the assigned technician or service writer is at lunch.

Workflow tracking should be visual and easy for any employee to understand. Use status categories like “Creating Estimate,” “In Progress” or “Waiting on Parts” to help clearly identify where each vehicle is in your service process.



The screenshot shows a digital interface for managing work orders. At the top, there are three status tabs: "Creating Estimate", "In Progress" (which is highlighted with a blue underline), and "Ready For Pickup". Below the tabs, a specific work order is displayed with the ID "EST-2069" and a three-dot menu icon to its right. The main title of the work order is "Steering Knuckle R&R", with a circular badge containing the letters "RD" to its right. Below the title, the vehicle is identified as "2010 Honda Accord" with a car icon. At the bottom of the work order card, there are three icons: a speech bubble with a red dot, a calendar, and a list icon. On the far right of this section, there is a green checkmark icon followed by the price "\$638.44".



2. Help your team stay on the same page.

Outside of tracking the general status of a work order, make sure there is a way to document and easily view service-level details, such as important notes from the technician.

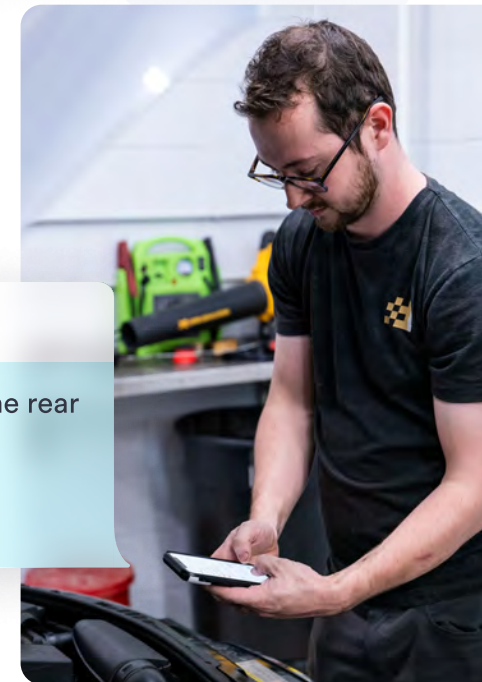
In addition, creating different labels/color coding can help quickly communicate to techs and service writers if there are any special considerations for that job such as if a customer is a VIP, if the job is due today, bay number, etc.

This type of color-coding will help your team to quickly scan for important information that keeps the team organized and able to move swiftly while in sync.



KB Kurtis Brown

He's part of an auto group and could help us bring more customers in. Treat well!



Internal Note

There are two dents in the rear right bumper.



3. Digitally store complete customer data & vehicle service history.

Yep, we said digital. Moving your customer information to a digital format may seem tedious, but the ability to access their service history quickly will save you hours in the long run, and hopefully lead to more upsells. Existing customers' information should be easy to pull up. Looking back at a customer's vehicle service history should be fast and painless and most importantly, complete.

Records you should be keeping:

- Customer name and contact information
- Vehicle(s) tied to each customer profile
- Complete service history for each vehicle
- Audit trail of all estimate approvals, invoices, and payments
- List of previously-deferred services



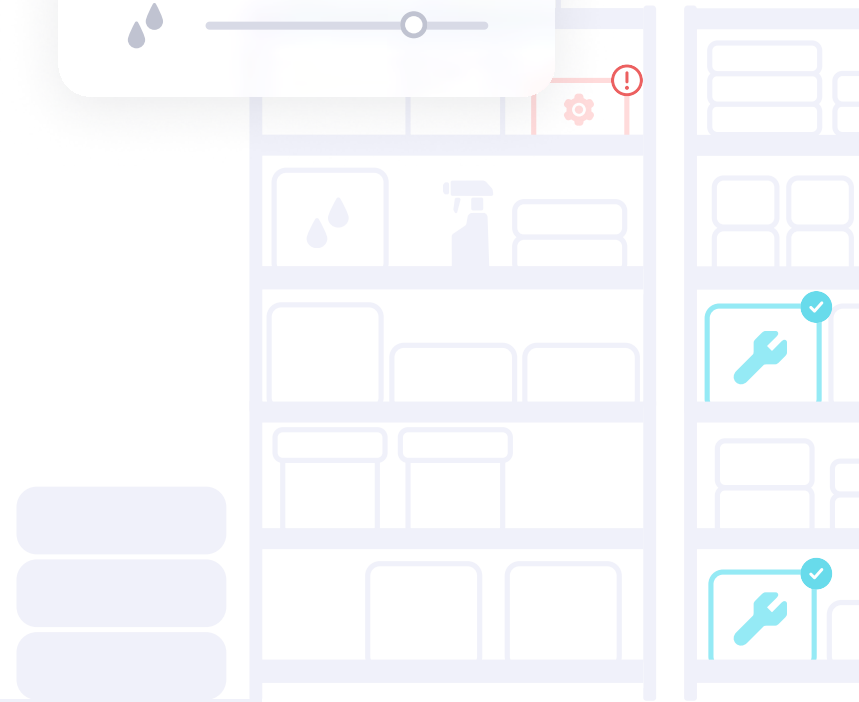
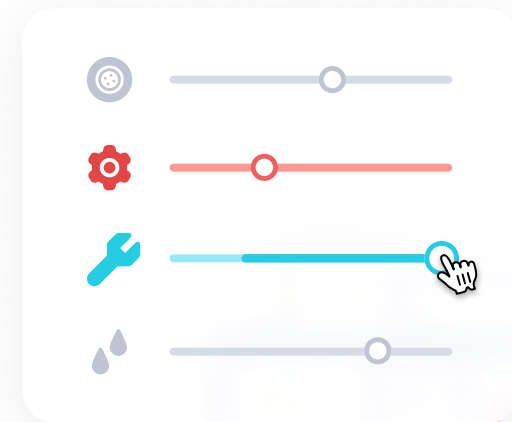
4. Track your inventory in real-time.

Making sure you have the parts you need in stock keeps vehicles moving through — simultaneously keeping customers happy by limiting service delays. It can take time to get parts, so it's critical to stay on top of your inventory in real-time.

Take these important actions:

- **Make sure you know which services you perform the most often.** In these times of shortages and delays, make sure you never run low on inventory for your top services.
- **Immediately track parts used on invoices or reserve parts** as soon as an estimate is approved.
- **Set up alerts** for when you're starting to run low on an item, and reorder before you're out.

Tight organization helps you to move fast without anything falling through the cracks — which sets you up for success in scaling your business.

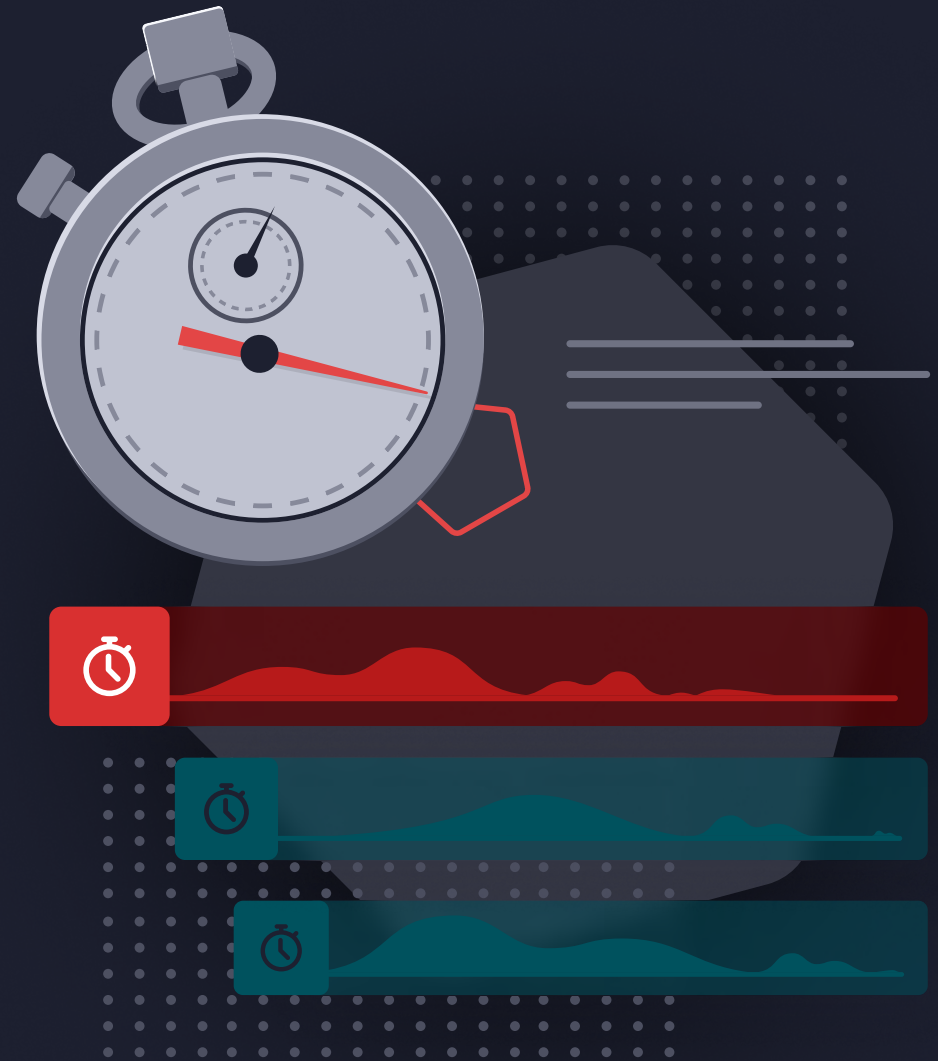


Real Shops. Real Results.

50% Less Time Spent Running the Shop

“Organizing and managing my workflow and processes in Shopmonkey saves more than half the hassle. I can say it significantly cuts down the time needed for day-to-day tasks”.

Gurjap Sekhon | Owner and Lead Technician, Euro Garage



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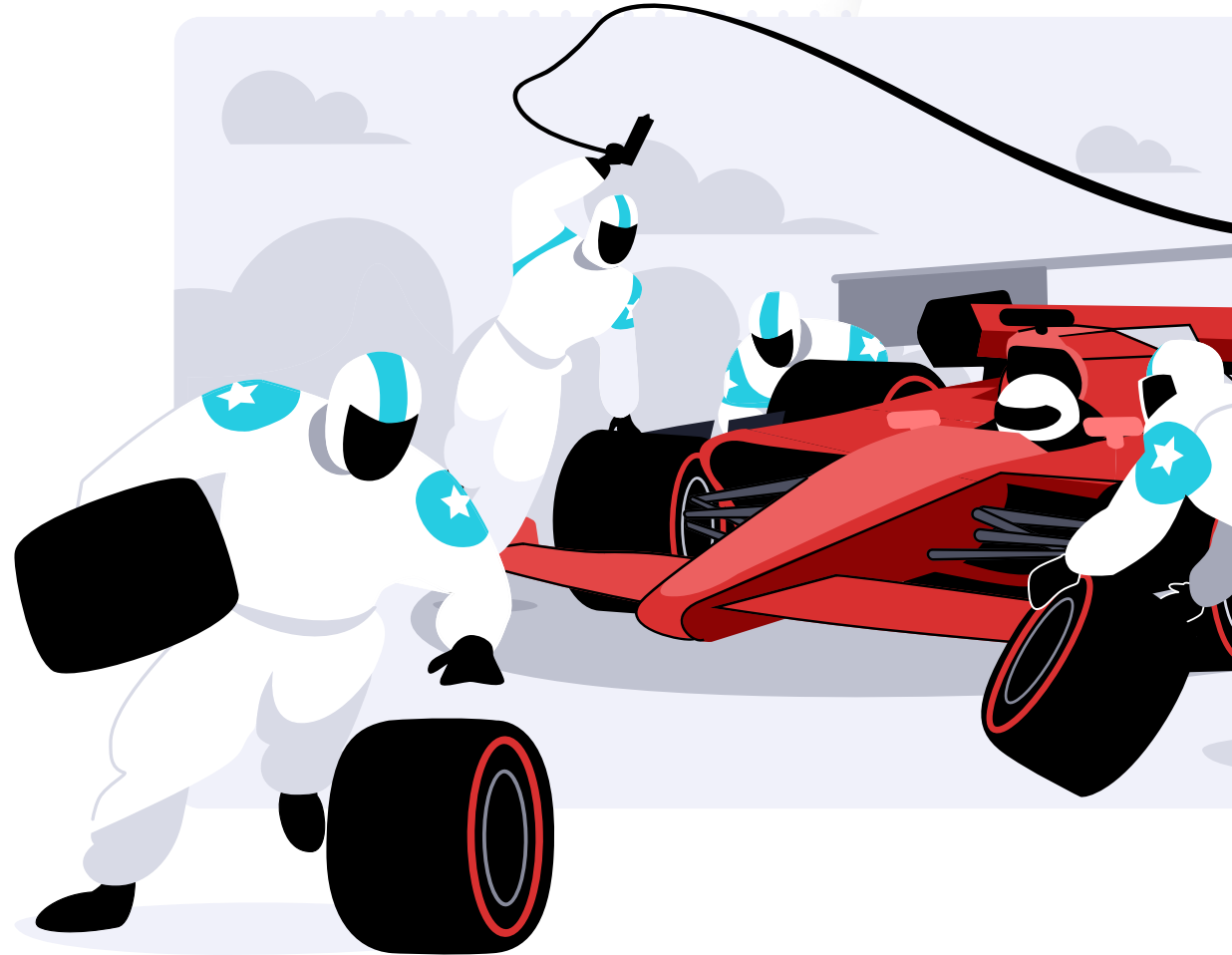
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Prepare your technicians for an increase in work so your shop can scale.

Sometimes, staffing to scale your business means adding headcount, but it's also important to make sure that your existing staff is able to maximize their time.

When it comes to your technicians, your job is to make sure they're given the right tools to keep them from getting bogged down — helping them to save time and operate efficiently. Organizational tools are a solid starting point — because your techs' current assignments and upcoming jobs will be clear, and they can move quickly through their work orders.

Next, think through the tasks they have to do over and over — like estimates, inspections, and parts ordering, then ask yourself: **how can I help them streamline?** [Read on for some ideas.](#)



5 Time-Saving Tools to Give Your Technicians

Digital Estimates

If your technicians are involved in estimate creation, **you need to minimize the amount of time they spend on estimates** so they can spend more time wrenching on vehicles. By switching from paper to digital estimates, your team can crank out estimates fast using pre-built jobs and pricing, easy access to parts and labor lookups, and the ability to quickly add previously-deferred services in just a couple of clicks.

VIN & License Plate Scanning

By using a VIN and license plate scanner, your team can check in vehicles faster by automatically and instantly importing vehicle data in one tap.

Digital Inspections

Streamline the inspection process with digital templates, using photos and videos to quickly document the entire process and build customer trust.



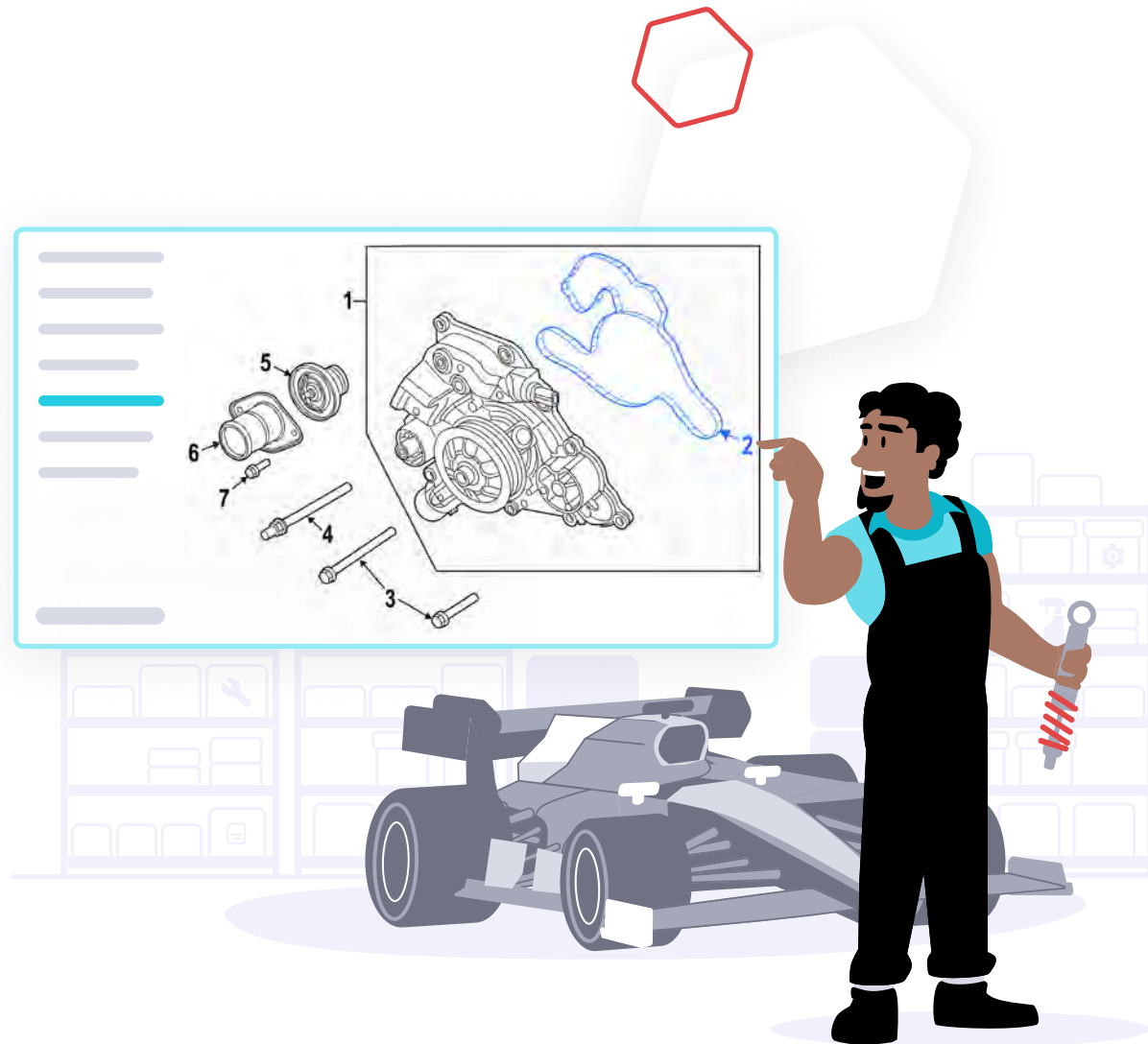
✂️ Parts & Tire Ordering

Instead of having your team hop from one parts vendor's website to the next, give them a way to search all vendors in one place. Look for software integrations that will help them to quickly search for parts, compare prices, order, and then track parts from all vendors such as WORLD PAC, Epicor, PartsTech, Nexpart, and American Tire Distributors.

📱 Diagrams & Procedures in Their Hands

Many shops have a shared computer where diagrams and procedures can be accessed. This a slow-moving and clunky experience for your techs. Whether they use a tablet or a phone, give your technicians the ability to access these crucial documents without ever leaving their bays.

Couple with the right organization, digital tools like the above will save your technicians a lot of valuable time and allow them to tackle more work orders as your shop grows.





Real Shops. Real Results.

Elimination of Manual Processes Saves Time

“Before Shopmonkey, our business was a mess — our inventory, our parts department, employees' hours — everything was manual. Now everything is up-to-date, clear, and saves us time.”

Richardo Desilva | Owner, First Choice Tires



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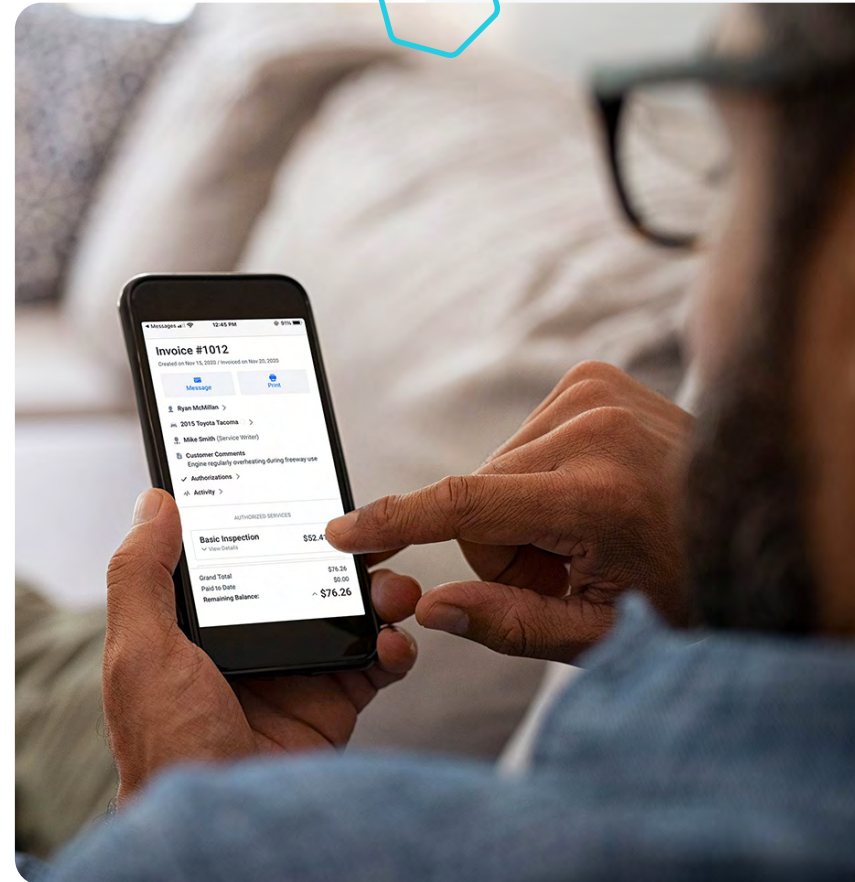
Bring in — and retain — customers with a modern shop experience.

Your shop's growth will be tied heavily to getting more customers in the door and then getting them to come back. To make this happen, it's important to be easy to do business with.

Today, people want frictionless, instantaneous communication and buying experiences. Some customers will go out of their way to find businesses that offer these experiences. When it comes to wowing your customers with the best experience possible, you're not just competing with the shop down the street — you're competing with all of the digital experiences in the world that shape your customers' expectations — like Amazon, DoorDash, Instacart, and Carvana.

One report found that consumers of automotive services want changes that will make their lives easier — frictionless experiences — which is projected to be a mainstream desire by 2025.²

Modernizing the way customers experience your shop is a critical component to repeat business and glowing reviews.



5 Tips to Boost Your Customers' Experience

1. Text and email your customers.

There are more than 3.5 billion smartphone users in the world, and about 79% of mobile phone users order services and purchase goods via their smartphones.³

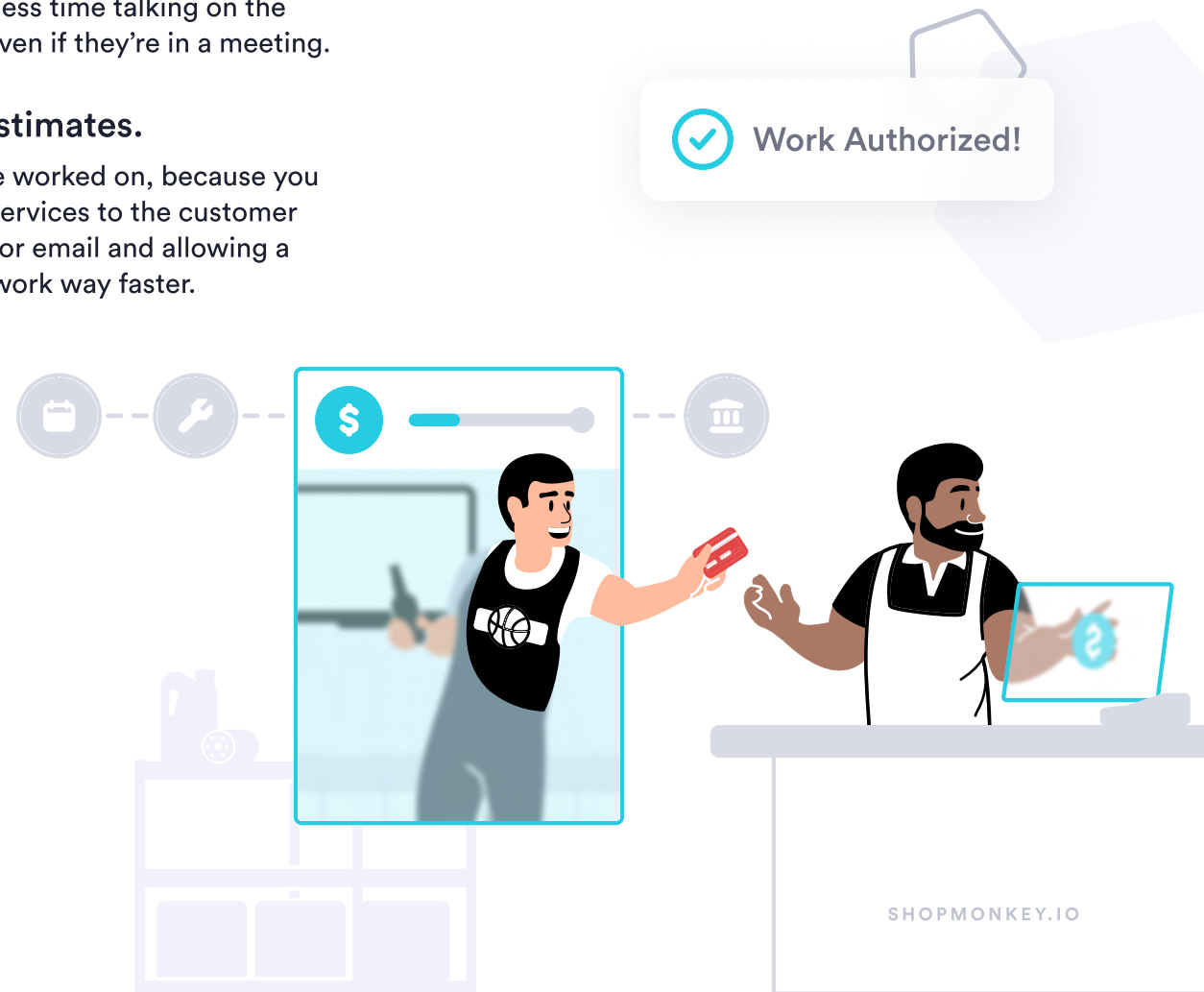
This means that text and email are king when it comes to communicating with your customers. And really, it's a win-win: you'll spend less time talking on the phone, and they'll be able to respond to you faster — even if they're in a meeting.

2. Allow customers to digitally authorize estimates.

It's not great when a vehicle is just sitting, waiting to be worked on, because you haven't been able to communicate the recommended services to the customer and get their approval. By sending an estimate via text or email and allowing a customer to digitally approve services, you can get to work way faster.

3. Take online payments.

By sending digital invoices and having the option for customers to pay online, you not only offer convenience, you also streamline the pickup process: jobs are fully paid for before the customer even arrives.



4. Be transparent by sending photos, videos and notes.

Many folks are afraid of being ripped off when it comes to car repairs — believing that a recommended service doesn't actually need to be done. Build trust with customers by sending notes, photos, and videos to easily back up and explain recommended services. This helps customers to be able to see what you're talking about and understand exactly why you're recommending the service.

5. Automate appointment reminders.

No-shows are no good, which is why some shops spend hours on the phone each day calling customers to remind them of their appointments — oftentimes to just leave a voicemail. But there's an easier way! If you've made any kind of appointment lately, you probably received a text reminding you of the date and time of your appointment, with an option for confirmation or cancellation. By allowing your customers to instantly respond to confirm or cancel, you'll reduce no-shows and also be able to fill canceled appointment slots to keep your bays full.



Real Shops. Real Results.

Decrease in No-Shows and Increase in Upsell Approvals

“Our no-shows have been slashed by 90% with the automated appointment reminders. We’ve also boosted the rate at which customers approve upsell recommendations by 75% since they can just glance at their phone and instantly approve.”

Wills Amstutz | Co-Owner, Windows and Wheels



Don't take our word for it. Hear from real Shopmonkey customers about their **real results**.



Franchisees Love It

“The Shopmonkey system is very forward-thinking. **Our franchisees from our 100+ locations love it.** It helps them to run their shops effectively — even from afar.”

Jeff Stark | COO, Tint World®



More Vehicles In and Out

“We've seen an over 100% increase in our online visitors using **Shopmonkey's Work Request Form which has doubled sales.** Overall, we've been able to streamline to increase our daily momentum across our three locations to get more vehicles in and out.”

Chad Hrencecin | Owner
Electrified Garage



Increased Gross Sales

“Shopmonkey has sped everything up by a good 25%. We've also seen a **75% decrease in customer no-shows, a 90% decrease in the number of phone calls we** have to make, and a 20% growth in our gross monthly sales.”

Frank Powell | Co-Owner, Top Shop Auto



Don't take our word for it. Hear from real Shopmonkey customers about their **real results**.



The Perfect Solution to Scale

“Shopmonkey is a well-oiled, high-performing machine. It’s exactly what we needed to scale. **We save 160 hours per month on phone calls alone.**”

Philip Lindsley | Owner, Titan Motoring



Making a Profit on Parts

“We had exponential growth with Shopmonkey our first year. Our second year, **we saw a 30% profit gain just because of the Pricing Matrix** that helps us make a profit on parts.”

Michael Cruz | Owner & Operator
Got Mechanic LLC



Much More Straightforward

“It makes everybody's life easier. We used to have multiple tabs open just to do a tires estimate or order tires, now **with the ATD parts procurement tab in Shopmonkey, it's much more efficient** and makes a service advisor's job much more straightforward.”

Morgan Wilson | Service Advisor
Black Forest Technik





Future-proof your shop with better shop management tools.

If you're looking for a fast way to take your shop to the next level and prepare for serious growth, then be sure to check out Shopmonkey, the auto shop management software that helps you manage your entire business using just one system while providing your customers and employees with convenient, high quality experiences.

From organizing your shop operations to streamlining from end-to-end with tools that save time, all while helping you to communicate with customers like a pro, Shopmonkey is here to partner with you to set your business up for success.

[Schedule my demo](#)



References

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