

# Demandforce®

Growth. On Demand.

## **AUTOMOTIVE**

Featuring: CHRISTIAN BROTHERS

### **Two-Way Communication Equals 360° Visibility**

Christian Brothers Automotive is one of the nation's leading automotive service and repair franchises with 100 locations and an additional 35 under development in 16 states.

Its founding and guiding principle is to run automotive repair facilities based on honesty, integrity, reliability and exceptional customer service.

Maintaining brand integrity and generating business is fundamental for Christian Brothers Automotive. Customer engagement needs to come full circle, starting with outgoing marketing and special promotions that lead to appointment scheduling and maintenance reminders. It finally culminates in customer surveys that are fed back into marketing, promotions, and improved services.

To help its franchises with customer engagement, Christian Brothers Automotive wanted to implement a complete communication solution, from marketing to customer feedback. "We wanted the best solution on the market and, after extensive research, we found Demandforce to be the best. Demandforce provides one central location to manage everything, from appointment requests to customer surveys, making our shops much more efficient. It works really well for the automotive business," said JC Woods, marketing director at Christian Brothers Automotive.

#### **80+ Shops, One Marketing System**

Christian Brothers Automotive now has more than 80 franchises using Demandforce Enterprise. Demandforce allows Christian Brothers Automotive to centrally manage all of its shops through a corporate portal and provide shops with access to email marketing campaigns and best-in-class communications tools, including automated surveys, scheduling and reviews. "We give our shops the option to use Demandforce and most of them have taken advantage of it. Those using Demandforce see results. It essentially helps keep their bays full by being an effective tool for communicating both with customers and prospects," said Woods.



*"Demandforce provides one central location to manage everything."*

– JC WOODS  
MARKETING DIRECTOR AT CHRISTIAN BROTHERS  
AUTOMOTIVE

## Online Reputation Bolstered with Customer Reviews

With Demandforce, 'Thank You' emails are automatically sent to customers and always include an option to submit a certified review. Demandforce collects the certified reviews and syndicates them across 145+ websites and directories including, Google, Bing, Citysearch, Facebook and more. "Real customer reviews are critical in the automotive industry. Everyone is looking for a trusted mechanic and rely on other peoples feedback to find one. We use our reviews to promote our shops and drive business, as well as identify and resolve issues before they become a problem," said Woods.

"The Demandforce integration with Facebook makes it easy to post all of our customer reviews—for all of our locations—on Facebook, in real time. We can also have those same certified reviews integrated into our website, so no matter where people are looking, they see what others are saying about our service and shops," said Woods. By helping to gather customer reviews, Demandforce makes it easier for Christian Brothers Automotive to leverage its online reputation to new and consistent business.

Demandforce also gives Christian Brothers' corporate team visibility into all of the shops that are using Demandforce. The insight into customer reviews and surveys by each individual shop allows Christian Brothers Automotive to ensure its high brand standard is being maintained.

## Customer Connections with Email

Using Demandforce, Christian Brothers Automotive is able to streamline its online promotions and give shops access to ready-to-go email marketing campaigns.

"We use Demandforce to send email to 139,000 customers. Whether it's our monthly email with seasonal promotions, service offers and special pricing or the automated maintenance reminders, which includes a link to 'Request an Appointment,' Demandforce has been very effective in helping us communicate with our customers. It has also helped us increase our social media presence on Facebook to almost one million fans," said Woods.

## Convenient Scheduling Increases Appointments

Christian Brothers Automotive realizes that the easier it is for a person to schedule an appointment, the more likely they are to do it, so they utilize the Demandforce online scheduling tool to make appointment setting fast and easy for customers. From the Christian Brothers Automotive website or Facebook page, customers can search for a shop by zip code to see reviews and make an appointment.

"All of the shops on Demandforce use the scheduling tool and have seen an increase in appointments. In addition to scheduling the appointment, Demandforce also sends automatic reminder notices to customers, making our lives so much easier," said Woods.

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## POS Integration Tracks Revenue to Communications

Recommendations and maintenance reminders are bottom line revenue generators that are tracked through the shops' Point of Sale (POS) system. Shops can also connect promotional programs to revenue. "Because Demandforce is so tightly integrated with our POS, we are able to get metrics to measure our campaigns, such as sales information, how many people came in and how many cars were serviced because of a campaign," said Woods.

## 100 Shops and Growing

A commitment to making auto repair and maintenance a positive experience has made Christian Brothers Automotive a top rated business. Christian Brothers Automotive recently opened its 100th shop and boasts a proud record of not closing a single location in 30 years. "Quality products and exceptional customer service has been the foundation of our business and our success. Demandforce helps us maintain our high standards with full circle, integrated communication that automates customer engagement and gives us insight into not only our customers, but an understanding of our success and the ability to increase customer traffic to our shops," concluded Woods.